

customer persona

Visualizing your ideal customer creates a valuable filter that allows you to strategically plan your product offerings, develop an effective content plan and more. This worksheet will help you think through your customer's current state and opportunities for your brand. Please note: Your persona is not you.

Name

Tagline

Background

Age

Job Role

Relationship Status

Ethnicity

Income

Hobbies

What is one thing your person feels like they are doing well?

What is one thing your person needs help with?

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Share 3 points for the below section:

Goals

Motivations

Pain Points

Wants

Fears

Needs

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Internet Activity

When your person wakes up, what is the first social media she checks?

What social platform(s) is/are your person on? How much time do they spend on a daily basis?

Describe your person's use of social media. (How often they are on, what are they posting, who are they following, what brands do they follow)

Where does your person find out upcoming events?