

Customer Persona Profile

PERSONA NAME:

AGE RANGE: _____

GENDER: _____

INCOME BRACKET:

EDUCATION: _____

TYPE OF OCCUPATION:

EDUCATION: _____

MARITAL STATUS: _____

AREA THEY LIVE IN:

WHO ARE THEY NOT:

WHAT DO THEY USUALLY BUY:

1. _____

2. _____

3. _____

HOW MUCH DO THEY SPEND PER VISIT?:

**WHAT PROBLEM DOES YOUR
PRODUCT/SERVICE SOLVE FOR THEM?:**

WHICH COMPETITORS DO THEY SHOP?:

**WHAT ARE TYPICAL REASONS THEY
MAY NOT MAKE A PURCHASE OR MAY
NOT VISIT AS FREQUENTLY?:**

**WHAT ARE THINGS YOU CAN DO TO ENSURE YOU REACH AND ATTRACT
THIS AUDIENCE? NEW PRODUCTS? NEW ENVIRONMENT? ETC.:**

1. _____

2. _____

3. _____

4. _____

5. _____