

CUSTOMER PERSONAS WORKSHEET



Step 1. List 2 to 3 of your existing, main customers

Customer 1

Customer 2

Customer 3

Step 2. List the following traits for each customer

Age or Age Range

Age or Age Range

Age or Age Range

Gender

Gender

Gender

Marital Status + Children

Marital Status + Children

Marital Status + Children

Occupation + Salary

Occupation + Salary

Occupation + Salary

Physical Location

Physical Location

Physical Location

Step 3. List what problems do they face that lead them to buy your product or service?

Pain Points

Pain Points

Pain Points

Step 4. Consider what could stop them from using your business?

Priorities

Priorities

Priorities

Preferences

Preferences

Preferences

Pet-peeves

Pet-peeves

Pet-peeves

Now that you understand your existing customers better, now you can make assumptions of how your future customers will be like, what they're looking for in your product or service. This now needs to guide your branding, advertising and marketing decisions, including your website. Your audience needs to drive your image selections, focused Google phrases, colours, wording and messages.