



Your Customer's Name

Customer's age, gender, marital status, location, income and education



How did your ideal customer find out about your company?

What devices do they use-- computer, mobile phone, tablet?

What hobbies do they have?

Do they shop online, or are they someone who prefers shopping in-store?

Do they like trendy things, or are they somewhat of a traditionalist?

Do they purchase things based on the recommendations of friends or those they trust on social media?

What is their biggest fears/anxieties when it comes to shopping?

Are they the main "buyer" in their household, or are there other people that weigh in on purchases?

What websites or TV channels do they visit or watch often?

What is the best way to reach your ideal customer?

What sort of outreach will actually get to them? EX: Do they watch TV more than they listen to the radio? Do they have a subscription to the local paper?

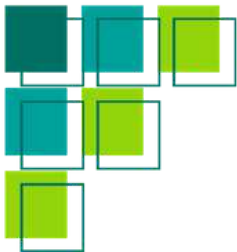
How can your product or service help your ideal customer reach their goals or enhance their values?

How will your product or service fit into your ideal customer's lifestyle?

What problems is your ideal customer facing? How can your product or service solve them?

What strategies can your business use to appeal to your ideal customer?

What brands/services does your ideal customer like? How can you use their likes to draw them to your product or service?



Add any additional questions or information that you feel would allow your company to better understand this customer