



**Get Found.
Get Results!**

Develop Your Customers' Persona

Answer the following questions about who you think your target market is for your product–

What is your product?

Who would buy your product (see customer persona below)?

Who has already bought your product?

How do you find your customers?

Who follows/supports your product?

Where are your customers located?

How old are your customers?

What is the gender breakdown of your customers?

What do customers look like for similar products?

Customer Persona

Use your answers above to create a single customer profile.

Gender:

Name:

Marital status:

Age:

Location:

Income level:

Range of interests:

Career Level:

Typical Day:

Pain Points:

Goals:

Info Sources:

Objections: