

Your Ideal Customer Persona

Target customer

What kind of person is your ideal customer? What do they like? What don't they like? Where do they hang out - online and offline? Favourite Books, Movies and Hobbies? Who do they look up to?

Age

Budget

Occupation

Level of Education

Turnover (if own a business)

Their Needs

What are your customer's objectives and goals?

Problems? Pain Points? Desires?

If they could find the perfect Service, what would it look like?
How would it change their situation?

Their Decision maker

Who decides if they can use/buy your Service(s)?

Their Timescale

What is the deadline for using your Service?

How Active Are They Online?

On Facebook?

On Google ?

Average monthly searches:

Results via search:

On LinkedIn?

Who are they connecting with?

Groups?

On Twitter?

What hashtags are they using?

Who are they mentioning?