

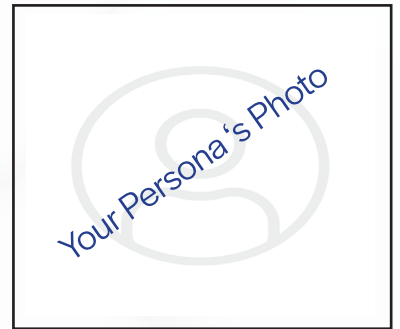
CUSTOMER PERSONA WORKSHEET

*Understand Your Customers
Build Your
Marketing Touchpoints*



*Laser Focus
On Your Customer
and Deliver*





Audience Breakdown: Developing a Persona

Characterize:

Choose one type of customer. Think about who are current best customers type	
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Demographics:

What is the age, income, education, family size, profession of this person?	
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Behaviors:

Describe the person's behavior. Describe how they look, what car they drive, where they live, what their hobbies might be, and anyother details to bring them to life.	
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Goals & Frustrations:

Think about what might be the challenges this persona faces, as it relates to your product or service.	
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Opportunities

What product or service attributes would help in solving this person's problems. How else would this person look to solve his or her problems? Walk in their shoes.	
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Visual Persona Breakdown Worksheet.

If you are more of a visual person, take the information you have populated on the previous page and input the data into the downloadable form below.


Please see example of Populated Persona and Blank form below.

Click on the link at the bottom of this page.

Persona Examples

Completed Persona (*Subject Fictional*)

Home Build Persona



Kate, 26, works as a Pharmacist with a salary of €40k. She lives with her Fiancé, Douglas in Kildare. They have been together for 7 years and are planning to build their new home in 2020.

Kate enjoys keep fit, playing tennis and long distance running.

She works long hours and appreciates spending time with friends and family at the weekends. She's a keen cinema goer and loves live entertainment.


Quote
I get great pleasure from my work and find it very rewarding, although I wish I could spend more time with my Fiancé and friends in my spare time.

Goals
1: Find The Right Architect and Builder
2: Improve work - live balance
3: Get to enjoy the good things in life

Frustrations
1: Never enough time
2: Chaos of HSE management
3: Finding trustworthy building contractor
4: Too much to organise (Site & House)

Reach/Opportunities
Kate is open to inspirational and aspirational aspects of life and may be reached through this along side a trustworthy & knowledgeable approach to marketing

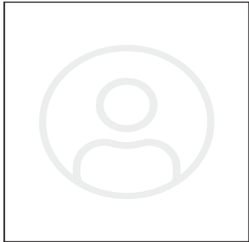
Customer Persona



Transactional | Emotional
Non Tech Savvy | Tech Savvy
Dining Out Frequency & Monthly Budget
Monthly | Weekly
£0 | £400
Digital Devices
Phone ☒ Tablet ☐ Laptop ☒ Desktop ☐
Social Platforms
TW ☐ FB ☒ FB Ads ☒ IG ☒ LI ☐
Value
High
Low
Easy | Hard
Difficulty to Reach

Blank Persona Form

Persona Type:



Overview of Persona

Quote

Goals


1:
2:
3:
4:

Frustrations

1:
2:
3:
4:

Reach/Opportunities

Customer Persona



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Digital Devices
Phone | Tablet | Laptop | Desktop
Social Platforms
TW | FB | FB Ads | IG | LI
Value
High
Low
Easy | Hard
Difficulty to Reach

Download Blank Persona Form Here
<http://bit.ly/blankpersonaworksheet>



If you would like more guidance on developing your Customer Persona's, book a training session with Alan or Wendy

Please contact us below and one of our team will be in contact with you in the next 48 hours

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Contact Alan or Wendy for more information - Book Your Complimentary Consultation Today