

# Customer Persona Worksheet

Use this worksheet to define your ideal customer. Completing this profile helps you tailor your marketing and social media strategy effectively.

## ■ Your Industry / Business Type

*Example: boutique clothing, coffee shop, marketing agency, tech startup*

## ■ Name of Persona

*Example: Samantha the Social Shopper*

## ■ Age

*Example: 25–34, 45+, etc.*

## ■ Gender

*Example: Female, Male, Non-binary, Gender-neutral*

## ■ Location

*City, state, country. Example: Seattle, WA*

## ■ Marital / Family Status

*Example: Single, Married, Parent of 2 kids, Empty nester*

## ■ Occupation / Profession

*Example: Freelance graphic designer, corporate manager, stay-at-home parent*

## ■ Income Level

*Example: \$40k–\$60k, \$100k+, middle class, budget-conscious*

## ■ Education Level

*Example: High school, College degree, Master's or above*

## ■ Hobbies & Interests

*Example: Loves hiking, follows fashion influencers, reads home décor blogs*

## ■ Values & Beliefs

*Example: Prioritizes sustainability, family-oriented, values convenience*

## ■ Goals & Motivations

*Example: Wants to start a side business, stay healthy, build a stylish home*

## ■ Challenges & Pain Points

*Example: Struggles to find affordable eco-friendly clothing, busy schedule*

## ■ Where They Spend Time Online

*Example: Instagram, TikTok, LinkedIn, YouTube*

## ■ Preferred Communication Style

*Example: Email newsletters, SMS updates, social media messages, in-person events*

## ■ Purchase Behavior

*Example: Researches online before buying, impulse buyer, prefers subscriptions*

## ■ Dream Outcome

*Example: Stylish wardrobe without overspending, healthy lifestyle, business success*