



How to create a customer profile

A FREE template to better understand
and help your customers.



Persona name:

Section 1: Who?

Background

Job? Career? Path? Family?

Demographics

Male or female?

Age?

Income?

Location?

Identifiers

Demeanor?

Communication preferences?

Persona name:

Section 2: What?

Goals

Primary goal?

Secondary goal?

Challenges

Primary challenge?

Secondary challenge?

What can we do

to help our persona achieve their goals?

to help our persona overcome their challenges?

Persona name:

Section 3: Why?

Real quotes

About goals, challenges etc

Common objections

Why wouldnt they buy your product or service?

Persona name:

Section 4: How?

Marketing messaging

How should you describe your solution to your persona?

Elevator pitch

Sell your persona on your solution!



Get in touch

07968 112 871

jake@jccreativesolutions.co.uk

www.jccreativesolutions.co.uk

twitter.com/jccreativity

www.linkedin.com/in/thomasjacobcross

www.instagram.com/jc_creative_solutions/