

Identify your ideal customer:

Use only the ones that are applicable to your business, feel free to make your own categories as well.

Age:

Gender:

Job/title:

Education:

Annual income:

Marital status:

Kids: Y/N

How Many kids:

Age of kids:

Hobbies:

Political affiliation:

Religions:

Where they live:

Why they would buy your item/service:

How does it enhance their life:

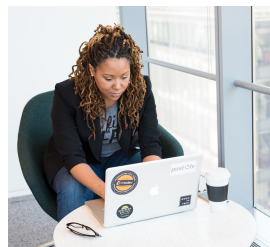
What may stop them from buying your item/service:

How do they prefer to learn about your company (examples; emails, phone calls, video, Facebook, from a friend)

How do they prefer to communicate with your company:

What are their goals that your service will help them with:

What are their challenges that you can help solve:



It can be helpful to find a picture that can represent your ideal customer. Always think of them when you are communicating and planning for your business.