



Who are the people your business seeks to serve? Completing this document is the first step towards communicating with your audience in an authentic way:

Age:	
Occupation:	
Location:	
Gender:	
Education Level:	

Free Time: What do they enjoy doing in their free time?	
Travel: How / Where do they spend their holidays?	
Interests: What do they want to know more about?	
Hobbies: What are some of their hobbies?	
Other: Other notable relevant lifestyle factors.	



Finding Your Customer

4. Goals: List the goals of your ideal customer.

Future:

Where do they see themselves in 5 years?

Professional:

What are their professional goals?

Hobby:

What are their hobby related goals?

Financial:

What are their financial goals?

5. Challenges & Pain Points: List the challenges & pain points of your ideal customer.

Barriers:

What's stopping them from reaching their goals?

Difficulties:

What is causing them stress or unhappiness?

Solutions:

What problems do they want solved?

6. Fears: List the fears of your ideal customer.

Biggest Fears:

Second Biggest Fear:

Third Biggest Fear:

7. Communication Channels: List the channels of communication your ideal customer uses.

Socials:

Social media services they use:

Screen Time:

Time spent on their phones.

Preferences:

Methods of communication:

Content:

The type of blogs they read: