

USE THIS TEMPLATE TO CREATE A

# CUSTOMER PERSONA

## BACKGROUND

Your persona's back story. How did they end up where they are today?

## DEMOGRAPHICS

What is their gender, profession, age, family status, and income level?

## PERSONALITY & PREFERENCES

This is what makes a persona personal. It's their likes, values, and how they prefer to interact.

## OBJECTIVES

What are their goals and desires, both personal and professional? What are they trying to accomplish in their career or their life?

## PAIN POINTS

What are the specific areas in which they face challenges in their business or personal life? What are the barriers that could be overcome with the right solutions?

## HOW YOU CAN HELP

Describe a few of the ways you can address the pain points and help them accomplish their objectives. likes, values, and how they prefer to interact.

## PERSONA NAME

## STORY

Craft a narrative that brings your persona to life, including the elements you've described in this template