



# Customer Persona Worksheet

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## WHO IS YOUR CUSTOMER?

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_ GENDER: \_\_\_\_\_  
(ex: Janet Smith) (ex: 24) (ex: female)

FROM: \_\_\_\_\_ YEARLY INCOME: \_\_\_\_\_  
(ex: Miami, FL) (ex: \$60,000)

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## DIG DEEPER

JOB: \_\_\_\_\_ SOCIAL MEDIA USE: \_\_\_\_\_  
(ex: accountant for 3 years) (ex: Twitter daily)

SCHOOL: \_\_\_\_\_ NEIGHBORHOOD: \_\_\_\_\_  
(ex: Florida State) (for local businesses) (ex: Liberty City)

NEWS: \_\_\_\_\_ OTHER INTERESTS: \_\_\_\_\_  
(ex: reads local paper) (ex: softball)

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## GOALS

YOUR GOAL: \_\_\_\_\_ CUSTOMER GOAL: \_\_\_\_\_  
(ex: sell online class service) (ex: further education)

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## TO DO

CHANNEL: \_\_\_\_\_ ADS: \_\_\_\_\_  
(ex: twitter) (ex: promote tweets)

POST: \_\_\_\_\_ GOAL: \_\_\_\_\_  
(ex: RE: your class) (ex: customer interactions)