Perfect Customer Persona Template

Cheat Sheet

• Basics
  • Name
  • Sex
  • Age
  • Location

• Family & Friends
  • Marital Status
  • Details Of Spouse
  • Kids / Grandkids
  • Close Friends
  • Pets

• Health
  • Healthy / Long Term Illness / Disabled

• Energy
  • High energy / Sporty / Animated
  • Lethargic / Chilled / Relaxed

• Character
  • Happy / Positive
  • Spontaneous / Planner / Thoughtful
  • Shy / Confident
  • Cynical / Gullible
  • Introvert / Extrovert

• Appearance
  • Dress style
  • Fashion Conscious / Traditional / Quirky
  • Smart / Glamorous / Messy / Sporty / Casual / Business
  • Hair

• Work And Education
  • School / College / University
  • Grades
  • Bad / Mediocre / Good
  • Unemployed / Work / Home Maker / Volunteer / Retired
  • Part Time / Full Time
  • Salary
  • Do they like what they do?
  • Career aspirations

• Lifestyle
  • Do they commute to work?
  • How do they travel?
  • What do they think about / listen to / read / do on their commute?
  • What car do they drive?
• Leisure
  • Do they listen to radio? Podcasts?
  • Hobbies
  • TV programs
  • Cinema
  • Music
  • Sports
  • Musical Instruments
  • Playing or attending sports events
  • Books
  • Magazines
  • Video Games
  • Shows
  • Clubs
  • Dining Out
  • Cinema

• Beliefs & Aspirations
  • Religious / Spiritual / Atheist
  • Political views
  • Environment and humanitarian issues
  • What are their big dreams?
  • What makes them happy?
  • Idea way to spend their day

• Present Day
  • What is on their mind right now?
  • What are their problems?
    Struggles?
  • Worries?
  • What annoys them?
  • What upsets them?

• What do they know or think they know about the product or service you offer?
  • In general
  • Specifically about your product or service

• What else can you think of that you have not mentioned about your ideal customer?

• WHY are they your perfect customer?

• What can you do to help them?

For a complete explanation of how to create your Perfect Customer Persona visit: