



## 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?**

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

<http://www.marketingforowners.com/create-perfect-customer-persona-avatar/>