

Customer Persona Template

Demographics

- **Age Range:** [e.g., 25-40]
- **Gender:** [if relevant]
- **Location:** [urban/suburban/rural]
- **Income Level:** [range]
- **Education:** [level completed]
- **Occupation:** [field/industry]

Psychographics

- **Values:** [what matters most to them]
- **Pain Points:** [problems they face]
- **Goals:** [what they want to achieve]
- **Hobbies/Interests:** [how they spend free time]
- **Shopping Habits:** [how they make buying decisions]

Media Consumption

- **Social Media Platforms:** [which ones they use most]
- **Content Preferences:** [videos, blogs, podcasts, etc.]
- **News Sources:** [where they get information]

Brand Relationship

- **How They Find You:** [search, social, referral, etc.]
- **Why They Choose You:** [what makes your business their solution]
- **Objections:** [hesitations they might have]
- **Loyalty Drivers:** [what keeps them coming back]