

WANTED

: YOUR PERFECT CUSTOMER :

DEMOGRAPHICS

Location:

Age:

Marital Status:

Religion:

Household Income:

Education:

Kids:

Grandkids:

Job:

Shops:

Reads:

Watches:

Facebook Groups:

Drinks:

Participates in:

Discusses:

Ideal Uses:

CUSTOMER DESCRIPTION



MEET YOUR CUSTOMER

Description in sentences
details about Ideal Customer.

Name? Kids? Average day
looks like? Worries? Hobbies?
How do they feel about what
you sell?

PAIN POINTS

- 1.
- 2.
- 3.
- 4.
- 5.

CUSTOMER JOURNEY MAP EXAMPLE

