

# CUSTOMER PROFILE WORKSHEET

Directions: Use the following questions to define a customer profile by filling in the blanks below.

- Where do they hang out?
- Where do they get their information?
- What are their challenges & frustrations?
- What are their current goals & priorities?
- What brands do they like?
- What is their preferred form of communication?
- What phrases & exact language do they use?
- What is their budget?
- What does a day in their life look like?
- What makes them happy?



Customer Name		
Demographics	Personality Traits	Challenges
Interests	Wants / Motivations	Common Objectives
Watch / Read	Who They Trust	Communication Preference