

## *Create Your Customer Profile*

Getting into the mind of your perfect customer makes it easier to create an effective marketing strategy that generates results. Who is your perfect customer?

### **Demographics**

Age:	
Gender:	
City:	
Job Title:	
Relationship Status:	
Education Level:	

### **What keeps them up at night?**

1.
2.
3.

### **What are their goals?**

1.
2.
3.

## What do they love?

<b>Music</b>	<b>Clothes</b>	<b>Books/Magazines</b>
<b>TV Shows/Movies</b>	<b>Hobbies</b>	<b>Where do they spend \$?</b>
<b>Where do they get information?</b>	<b>Where do they shop?</b>	<b>What do they eat?</b>

## Create Your Customer Profile

Name: (Insert picture here)	
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## Example Customer Profile:

### Jennifer



Jennifer is a stay-at-home mom who started an online business selling products on Amazon. Her husband, David is an attorney at one of the major law firms in Charleston, SC. They have two children. Sarah is five years old and in kindergarten and Joshua is two. She loves being a mom and is also a passionate entrepreneur excited to have a business that allows her to be home with her children while at the same time contributing financially to her household. However, she struggles with the challenge of growing her business and also running a home.

She is an avid reader and continues to stay up-to-date on business trends by reading Entrepreneur magazine and listening to various podcasts while in the car. When she's not working, she is taking her kids to play dates, running errands and cooking healthy meals for her family. She finds herself at Target at least twice a week and loves getting a great deal.