



Customer Persona Template

Persona Name:

(e.g. Emily the Event Planner Mom, Mike the Busy Dad Professional)

Demographics

Age:

Gender:

Income Level:

Occupation:

Location:

Pain Points

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Goals

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Behaviors

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How to Interact

- Preferred Communication Style/Channel:
- Tone of Voice:
- Key Strategies to Connect:
(e.g. platforms, types of content, services)

Bonus: Product/Service Fit

- What offerings most appeal to this persona?
- How can your brand solve their problems uniquely?