

# DISCOVER YOUR IDEAL CUSTOMER

## DEMOGRAPHIC INFO:

Gender: \_\_\_\_\_ Age: \_\_\_\_\_

What's their level of education? \_\_\_\_\_

## HOME LIFE:

Where do they live? \_\_\_\_\_

Who do they live with? \_\_\_\_\_

What is their relationship status? \_\_\_\_\_

Do they have children? How old? \_\_\_\_\_

What kind of house do they live in? \_\_\_\_\_

How is their home decorated? \_\_\_\_\_

## PROFESSION:

Do they work? Where? \_\_\_\_\_

How many hours per week do they work? \_\_\_\_\_

Do they enjoy their work? \_\_\_\_\_

What are their professional goals? \_\_\_\_\_

What's their average household income? \_\_\_\_\_

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## PERSONAL LIFE & HOBBIES:

What social causes concern them? \_\_\_\_\_

\_\_\_\_\_

What are their religious and political views? \_\_\_\_\_

\_\_\_\_\_

What are their personal goals? \_\_\_\_\_

\_\_\_\_\_

What are their day-to-day struggles? \_\_\_\_\_

\_\_\_\_\_

What stresses them out? \_\_\_\_\_

\_\_\_\_\_

What makes them happy? \_\_\_\_\_

\_\_\_\_\_

What are their hobbies? \_\_\_\_\_

What do they like to read about? \_\_\_\_\_

What is their favorite magazine? \_\_\_\_\_

What movies and shows do they watch? \_\_\_\_\_

What social media platforms do they use? \_\_\_\_\_

Where do they shop? \_\_\_\_\_

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## TELL THEIR STORY:

What is your ideal customer's name? \_\_\_\_\_

Write a short story describing your ideal customer. Describe who they are, how they live, what they value, and what they struggle with. Be as detailed as possible!