fiore communications

CUSTOMER PERSONA WORKSHEET

This worksheet helps you clearly define who you're speaking to so your marketing is more focused, consistent and effective.

ABOUT MY BUSINESS

- **I sell:** _____
- **My ideal customer is someone who:** _____
- **They struggle with:** _____
- **They want:** _____ **Note: Focus on outcomes, not features.**
- **Reasons why they hire me:** _____
- **They usually find me through:** _____
- **The number one question they ask before buying:** _____

PERSONA SNAPSHOT

- **Persona Name:** _____
- **Demographics (age range, location, job role or household type):** _____
- **Psychographics (values, priorities, attitudes):** _____
- **Common struggles or objections:** _____
- **What they want or hope to achieve:** _____
- **Goals related to my product or service:** _____
- **Phase of life or decision triggers:** _____