

Customer Persona Template

A marketing-specific companion to the Ideal Customer Profile worksheet; this focuses on who they are as a person.

Persona Name: _____

Background

Role / Title: _____

Industry: _____

A day in their life, briefly: _____

Goals

What are they actually trying to accomplish, professionally or personally, that relates to your product or service?

Frustrations

What's currently getting in their way? What have they already tried that didn't work?

Where They Get Information

What do they read, watch, or listen to? Who do they trust for recommendations?

Objections They're Likely To Have

What hesitations will come up before they say yes?

What Would Make Them Say Yes

The specific message, proof, or moment that would move them from interested to convinced.

The Ideal Customer Profile defines the company you're targeting. This persona defines the human being inside that company you're actually writing to and speaking with.