

IDEAL CUSTOMER

Whats important to them?

What do they want / need?

What are their values?

Where do they get their information?

Online:

Offline:

Age:

Gender:

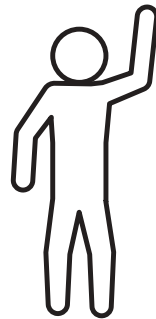
Marital Status:

Kids Age:

Job Title:

Level of Education:

Other:



Name:



What is their biggest challenges?

What is their Pain Points?

Why would they not buy from you?

Is their anyone influencing their decision?