



Customer and Audience Personas Exercise

Customer Groups in order of Priority	Percentage of Business £

Group 1:	
Name	
Job Title/Employment	
Age Range	
Gender Split (Is there a Gender Preference for your product/service – a key decision maker?)	
Income/Finance (Is there an income cap/challenge to buying your product/service)	
Family/Relationship Status/Work (Who else do they have to consider or who might influence them?)	
Geography (Where, realistically can you sell/ship/market to?)	

<p>Interested in (brands/hobbies/spends free time...content that might draw their attention to you and/or other brands that influence them)</p>	
<p>Likes to read about (What other complimentary subject matters interest them?)</p>	
<p>Preferred Communication Mediums <i>Are they desk based?</i></p>	
<p>Pain points/problems?</p> <p>Desires?</p>	
<p>Your Solution(s) to their Problem?</p>	
<p>Describe what they might call your product/service in relation to their pain points/desire (SEO Keywords)?</p>	
<p>Competition – how else might they satisfy this need?</p>	

Group 2:	
Name	
Job Title/Employment	
Age Range	
Gender Split (Is there a Gender Preference for your product/service – a key decision maker?)	
Income/Finance (Is there an income cap/challenge to buying your product/service)	
Family/Relationship Status/Work (Who else do they have to consider or who might influence them?)	
Geography (Where, realistically can you sell/ship/market to?)	
Interested in (brands/hobbies/spends free time...content that might draw their attention to you and/or other brands that influence them)	
Likes to read about (What other complimentary subject matters interest them?)	
Preferred Communication Mediums <i>Are they desk based?</i>	
Pain points/problems?	

Desires?	
Your Solution(s) to their Problem?	
Describe what they might call your product/service in relation to their pain points/desire (SEO Keywords)?	
Competition – how else might they satisfy this need?	

Additional Notes: