

Customer Persona Worksheet

In an effort to understand your idea customer fill out as much information for one type of your ideal customer as you can.

Demographic Information	Notes
1. Age	
2. Gender	
3. Education Level	
4. Family	
5. Geographic location	
6. Income Level	
Psychographic Information	Notes
1. Hobbies/Activities	
2. Problems to be solved	
3. Other notes about this customer type	