

First things first

Knowing your ideal customer is absolutely crucial to building a brand that sells. Without it, you essentially take a stab in the dark when trying to create useful, relevant content and market your products.

Before you do this exercise however, think about why you started your business and what problem you're solving.

What's in it for your customers? Why should they care?

Only once you know that, you'll be able to understand and document the perfect customer, who aligns with your values and what you stand for.

Use the below template to create your ideal customer persona. You can create more than one, but we don't recommend more than three, otherwise it'll be difficult to communicate a clear message and you won't be able to reach anyone.

If you need any help, feel free to reach out!

Your Ideal Customer Persona

Template

Name	
Age	
Gender	
Location Where do they live?	
Education level	
Workplace	
Position	
Salary	
Values What do they care about?	

Your Ideal Customer Persona

Template

Buying motivation

Why do they buy online?

Buying concerns

What worries them when
buying online?

Your Ideal Customer Persona

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Problems

What problems do they currently face?

Write at least 20 problems your customers have that you can solve.

Your Ideal Customer Persona

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Problem categories

Categorise your customers' problems.

Elevator pitch

How would you describe your product and why they should care in 10 seconds to them?

Think about what matters to them, how can you describe your product in an interesting way to appeal to them specifically?