

Ideal Customer Worksheet

1. What is her age?
2. What is marital status?
3. Ages and # of Children?
4. Where does she live?
5. What is her occupation?
6. What is her job title?
7. What is her annual income?

8. What is her level of education?
9. What are her challenges?
10. What are her pain points?
11. What are her objections?
12. What magazines does she read?
13. What is her role in the purchase
process?