



CUSTOMER PROFILE

OVERVIEW

- This questionnaire will help you identify better who your customer is. That will give you a great place to start to best define how you are best able to reach them. Let it be a starting point for you to get clear on who they are and how to best serve them. Feel free to go even deeper afterwards.

Demographics

QUESTION:	ANSWER:
Age range of this customer group?	
Gender(s)?	
Level of education?	
Annual Income?	

Career or job? Add a specific occupation or include a category, such as customer service, healthcare, etc.	
Where do they live? City? Neighborhood? Apartment? House?	
Household composition? Single? Married? Children? Pets? How many and how old?	
Race or ethnic origin, if pertinent to product, such as certain food brands or dishes?	
Other important details?	
NOTES:	

Psychographics

QUESTION:	ANSWER:
Goals(wants) and Values(what are they committed to?)	

Hobbies and cultural or sports interests?	
Favorite movies, websites, TV shows, magazines?	
What are their challenges and pain points? What is the obstacle that your product or service helps them overcome?	
Why would a customer hesitate to try your product or business? Lack of familiarity? Travel distance? Price? Value?	
What specific concerns would prevent a customer from returning to your business? Rude clerk? Long wait? Dirty floor?	
What is the #1 reason you think people buy from you?	
How much do customers spend on products similar to yours? How often do they purchase such products?	

Any other observations?	
NOTES:	

Marketing Direction

QUESTION:	ANSWER:
What channels will best reach this customer profile?	
What channels are they most engaging on and how?	
Will promotions move this customer to take action, and, if so, what kind of promotions?	
What specific channels and promotions are not suited to this customer?	
What new products, services, or updates will attract this customer?	

What are some sales objections they have and how can they be overcome?	
What motivates them to do business with you?	
Other observations that would best help reach this market?	
NOTES:	