# Customer Persona Brainstorm

## Target Audience 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Who - Demographics  |  |  |  |  | | --- | --- | --- | --- | | * Gender | * Age | * Location | * Occupation | | * Relationships | * Kids | * Income |  | |

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| Why – Why do they want the services you offer?  |  |  |  | | --- | --- | --- | | * Solution/Problem | * Challenges | * Pain Points | | * Past Experience | * Motivations | * Paradise | |

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| How? How do they go about trying to solve / find answers?  |  |  |  | | --- | --- | --- | | * Retail | * Family/Friends | * Experts | | * Search/Internet | * Social | * Blogs | |

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| What? What information / solution are the looking for  |  |  |  | | --- | --- | --- | | * Questions | * Facts | * Video’s | | * Proof / Trust | * Information | * Experts | |