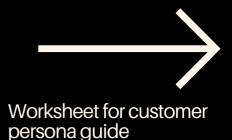


# Customer Persona Guide: Connecting with Your Ideal Audience





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# Step 1: Gather Information

What are the demographics of your current customers?

What social media platforms do your followers engage with the most?

Which pages or sections of your website attract the highest traffic?

#### Step 2: Define Key Demographics

What is the age range of your ideal customer?

What is the gender distribution that your product/service appeals to?

Where is your ideal customer located?

What industries or professions do they typically belong to?

#### Step 3: Uncover Psychographics

What are the interests and hobbies of your ideal customer?

What are the primary challenges they face in their daily lives?

What are their short-term and long-term goals?

What values and beliefs are important to them?
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# Step 4: Craft a Persona Story

Name your persona.

Assign an age to your persona.

Describe their educational and professional background.

Detail their goals and aspirations.

Outline the challenges they encounter in achieving their goals.

Craft a representative quote that reflects their mindset.

#### Step 5: Document Your Persona

Attach a photo or illustration that represents your persona.

List the demographics (age, gender, location, occupation, industry).

Include psychographics (interests, hobbies, challenges, goals, values, beliefs).

Write the persona story that captures their life in a nutshell.

### Step 6: Apply Your Persona

How can you tailor your content creation to resonate with your persona's interests?

How can your products/services align with your persona's goals and preferences?

How can your messaging address your persona's values and beliefs?

# Step 7: Continuously Refine

How often do you plan to revisit and update your customer persona?

How will you incorporate feedback from real customers to improve the accuracy of your persona?