



# Customer Persona Guide: Connecting with Your Ideal Audience



Worksheet for customer  
persona guide

[revealprintstudio.com](http://revealprintstudio.com)

# 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?**

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# 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?**

# 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?**