

Customer Profile Template

1. Basic Information

- Name (or Type of Customer): _____
- Age Range: _____
- Location: _____
- Occupation/Job Title: _____

2. Demographics

- Gender: _____
- Income Level: _____
- Education Level: _____

3. Lifestyle and Interests

- Hobbies: _____
- Favorite Social Media Platforms: _____
- Spending Habits: _____

4. Pain Points (Problems They Face)

- Challenges in Their Life/Work: _____
- What Keeps Them Up at Night?: _____

5. Goals and Desires

- Short-Term Goals: _____
- Long-Term Goals: _____
- What Do They Hope to Achieve?: _____

6. Buying Behavior

- How They Research Products: _____
- What Factors Influence Their Purchase?: _____
- Preferred Buying Method (Online, In-Store, etc.): _____

7. Brand Preferences

- Favorite Brands: _____
- What Do They Like About These Brands?: _____

8. How Your Brand Can Help

- How Your Product/Service Solves Their Problem: _____
- What Makes Your Brand a Good Fit for Them?: _____

This template covers key details that help small businesses understand and connect with their ideal customer. It's designed to be quick, clear, and easy to fill out.