

# Ideal Customer

**Persona Name**

**Goals and Values**

Goals:      Goals:

Values:

Age:

Gender:

Marital Status:

Location:

**Challenges and Pain Points**

Challenges:

Pain points:



**Sources of Information**

Books:

Magazines:

Websites / Social Media:

Peer groups:

Gurus:

Other:

Quote:

Occupation:

Annual Income:

Level of Education:

Other:

**Objections and Decision Role**

Objections to the offer:

Decision process role:





