



Customer Persona Worksheet

Who is your customer?

Name:	Age:	Gender:
Location:	Income:	
Job Title:	Education:	
Family:		
Social Media Use:		
News:		
Hobbies & Interests:		

Goals & Frustrations

Goals	Frustrations
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Messaging

Awareness	Consideration	Decision
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Want a hand? Schedule a free strategy session for personalized support:

email: shine@getonlinennola.com or call: 504.482.1096