

IDEAL CLIENT PERSONA

Name

.....

Gender

.....

Age

.....

Relationship and family

.....

Business they work for

.....

Job position

.....

Hobbies and interests

.....

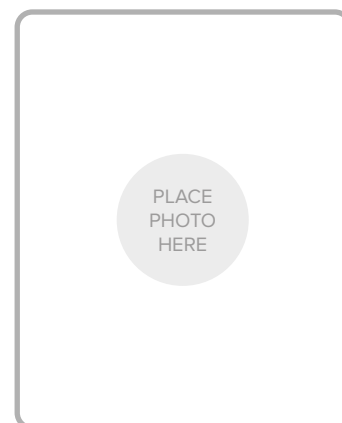
Income

.....

Services they currently receive from you

.....

Notes



HOW YOU CAN HELP THEM

What are their most important work responsibilities?

What do they find frustrating daily?

What products or services can you use or develop to help them?

WHERE YOU CAN FIND THEM

What social media do they use? How often?

What else do they read or use online daily?

Are they in any professional organisations?

Who else do they trust and connect with that you could partner with?

Choc Chip Digital

1300 808 841

+61 3 5234 5360

info@chocchip.com.au

www.chocchip.com.au

Free Download at www.chocchip.com.au/free-resources

© 2015 by Choc Chip Digital

Copyright holder is licensing this under the Creative Commons License, Attribution 3.0.

Please feel free to post this on your blog or email, tweet & share it etc.

