

# Ideal Customer Profile | WORKSHEET



Name

Date

## DEMOGRAPHICS

Age, gender, marital status, ethnicity, income, HH size, occupation, education, etc.

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## PSYCHOGRAPHICS

Activities, interests, opinions, values, beliefs, attitudes, lifestyles, etc.

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## GEOGRAPHICS

Country, region, state, county, city, zip code, street address, etc.

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## FIRMOGRAPHICS

Industry, location(s), revenue range, no. employees, budget, etc.

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## CHALLENGES & PAIN POINTS

Major challenges faced in work or personal life, causes of pain and frustration

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## GOALS & OUTCOMES

What the customer is seeking to accomplish, the problem(s) to be solved

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## MOTIVATIONS & TRIGGERS

What motivates the customer to purchase, what specific events trigger action

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## MEDIA PREFERENCES

Where does the customer go for information, entertainment, socializing, etc..

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