# Customer Persona

*This document helps define your ideal customer profiles to guide marketing and sales strategies. It includes demographic, psychographic, and behavioral attributes to align your messaging, product development, and outreach tactics.*

## Basic Information

|  |  |  |  |
| --- | --- | --- | --- |
| **Full Name** | **Age** | **Gender** | **Location** |
| {#persona}{fullName} | {age} | {gender} | {location}{/persona} |

## Demographics

* **Occupation:** {occupation}
* **Income Level:** {incomeLevel}
* **Education Level:** {educationLevel}
* **Marital Status:** {maritalStatus}

## Psychographics

* **Values:** {values}
* **Interests:** {interests}
* **Lifestyle:** {lifestyle}
* **Personality Traits:** {personalityTraits}

## Goals and Challenges

* **Main Goals:** {mainGoals}
* **Main Challenges:** {mainChallenges}

## Buying Behavior

* **Preferred Channels:** {preferredChannels}
* **Decision Criteria:** {decisionCriteria}
* **Buying Frequency:** {buyingFrequency}

## Technology Usage

* **Primary Devices Used:** {primaryDevices}
* **Apps/Platforms Used Frequently:** {platformsUsed}

## Customer Quotes

{#quotes}

* *"{quote}"* – {context}

{/quotes}

## Customer Journey Touchpoints

{#touchpoints}

1. {stage}: {description}

{/touchpoints}

## Product Fit

**How Our Product Solves Their Needs:**

{productFitDescription}

## Objections and How to Overcome Them

{#objections}

* **Objection:** {objection}   
  **Response:** {response}

{/objections}

**Last Updated:** {lastUpdated}