



Create your customer persona

And start understanding who
you're selling to.

Indelible Think 

Understanding your target audience

Who are you selling to?

When you try to please everybody, you please nobody.

So, to work out who you're selling to, use this worksheet to create a customer persona for your audience.

Answering the questions will help you write for them directly - cutting to the problems they're facing and how you solve them with a lot less faff.



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What you need to do

Just print out this PDF and fill in the answers and your 'ideal' customer persona will start taking shape.

Your 'ideal' customer is the one you'd do business with every time, if you could (if only, right?).

Don't worry about targeting one specific person, it doesn't mean other people won't buy - but you're more likely to attract your 'ideal' customer when you're targeting and writing solely to them.



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1. Who are they?

Fill these in...

Age: _____

Hobbies/Interests: _____

Gender: _____

Location: _____

Income: _____

Occupation: _____

Preferred social media platform: _____

Industry they're in: _____

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2. What are they like?

Describe their personality: _____

What they like: _____

What they hate: _____

Are they creative: _____

Are they a small or big details person: _____

Do they prefer face to face, email, phone or video communication: _____

Do they want to be sold to or do they prefer finding it for themselves: _____



3. What do they know?

Do they know who you are: _____

How informed are they about your products/services: _____

Are they aware they have a 'problem' you're going to solve: _____

Do they go to one of your competitors at the moment: _____

Are they tech savvy: _____

What do they already know about your industry: _____

Where do they get their info? What sites do they visit or what publications do they read: _____

4. What do they actually believe?

What do they want to achieve by working with you: _____

What problems are they trying to solve:

What do they think of your industry:

What fears do they have if their problems continue:_____

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5. How do they normally behave?

Where do they buy (in-store, online etc.): _____

When do they buy: _____

Do they research before buying: _____

How do they decide on what to buy: _____

What influences them to buy: _____

What triggers them to buy: _____

What might stop them buying: _____

What will happen if they don't: _____



**Now you
know who
your ideal
client is!**

Nice one - now get selling!

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