



# Customer Persona Worksheet

## Demographics

What are the basic details of your ideal customer (e.g., age, job title, location)?

## Goals

What is the main goal your customer is trying to achieve that your business helps with?

## Pain Points

What is the biggest challenge or frustration that your business solves for them?

## Watering Holes

Where do they spend their time online to find information or connect with others (e.g., LinkedIn, Facebook groups, specific forums)?

