**TARGET AUDIENCE CUSTOMER
PROFILE TEMPLATE**

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|  | CUSTOMER DEMOGRAPHICS |   |
| 1 | Age range of this customer group?  |  |
| 2 | Gender or all genders?  |  |
| 3 | Level of education (this will be different for different profiles)?  |  |
| 4 | Career or job? Add a specific occupation or include a category, such as customer service, healthcare, etc.  |  |
| 5 | Where do they live? City? Neighborhood? Apartment? House?  |  |
| 6 | Household composition? Single? Married? Children? Pets? How many and how old?  |  |
| 7 | Race or ethnic origin, if pertinent to product, such as certain food brands or dishes?  |  |
| 8 | Other details? |  |

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|  | CUSTOMER PSYCHOGRAPHICS  |
| 1 | Hobbies and cultural or sports interests?  |  |
| 2 | Favorite movies, websites, TV shows, magazines?  |  |
| 3 | What is the obstacle that your product or service helps them overcome?  |  |

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|  | CUSTOMER PSYCHOGRAPHICS  continued |
| 4 | Why would a customer hesitate to try your product or business? Lack of familiarity? Travel distance?  |  |
| 5 | What specific concerns would prevent a customer from returning to your business? Rude clerk? Long wait? Dirty floor?  |  |
| 6 | Why would someone recommend your business?  |  |
| 7 | How much do customers spend on products similar to yours? How often do they purchase such products? |  |
| 8 | Additional observations? |  |

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|  | MARKETING DIRECTION |   |
| 1 | What channels will best reach this customer profile? |  |
| 2 | Will promotions entice this customer, and, if so, what kind of promotions? |  |
| 3 | What specific channels and promotions are not suited to this customer? |  |
| 4 | What new products, services, or updates will attract this customer? |  |
| 5 | Other details? |  |

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