

Customer Profile



Name: _____

Age: _____

Gender: _____

Marital Status: _____

Educational Status: _____

Occupation: _____

Income: _____

Location: _____

Residential Status: _____

Home Value: _____

Household Size: _____

Household Structure: _____

Buying Decisions: _____



Personality: _____

Interests and Values: _____

Hobbies: _____

Sports and Working Out: _____

Restaurants and Food: _____

Traveling: _____

Choosing Products and Services: _____

Convenience: _____

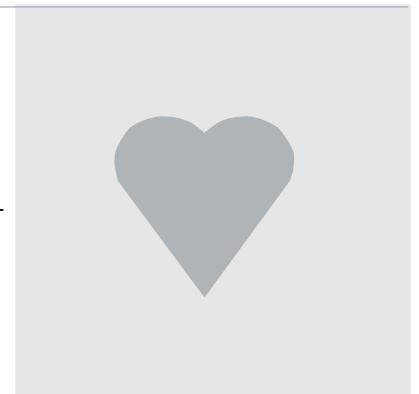
Customer Service: _____

Price: _____

Promotions: _____

Drives Loyalty: _____

Reason to Buy: _____



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Business Customer Profile



Business Name: _____

Business Industry: _____

Number of Employees: _____

Annual Sales: _____

Location: _____

Business Type: _____

Other Notes: _____

Decision Maker Role: _____

Goals and Objectives: _____

Main Service or Product: _____

Main Challenges or Problems: _____

What language would they use to search for my services or products?

How could they benefit from my services or products? _____

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