Ideal Customer Profile #1

Customer name:

Are they male or female?

How much money do they make?

How old are they?

What do they like to spend their money on?

Where do they live?

What are their interests and hobbies?

What do they look like?

Where do they go on vacation?

Are they in a relationship?

What do they read/watch/listen to?

Do they have kids? Grandkids?

How would you define their style? Are they a trend follower?

What is their education level?

What is their occupation?

Do they have a lot of friends? How social are they? Do they prefer to stay home or go out?

Now create a 2-3 sentence bio for this customer profile:

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Ideal Customer Profile #2

Customer name:

Are they male or female?

How old are they?

Where do they live?

What do they look like?

Are they in a relationship?

Do they have kids? Grandkids?

What is their education level?

What is their occupation?

How much money do they make?

What do they like to spend their money on?

What are their interests and hobbies?

Where do they go on vacation?

What do they read/watch/listen to?

How would you define their style? Are they a trend follower?

Do they have a lot of friends? How social are they? Do they prefer to stay home or go out?

Now create a 2-3 sentence bio for this customer profile:

Ideal Customer Profile #3

Customer name:

Are they male or female?   How much money do they make?

How old are they?   What do they like to spend their money on?

Where do they live?   What are their interests and hobbies?

What do they look like?
                                                  Where do they go on vacation?

Are they in a relationship?
                                                  What do they read/watch/listen to?

Do they have kids? Grandkids?

                                                  How would you define their style? Are they a
                                                  trend follower?
What is their education level?

What is their occupation?   Do they have a lot of friends? How social are
                                                  they? Do they prefer to stay home or go out?

Now create a 2-3 sentence bio for this customer profile: