



# Worksheet

Build Your Ideal  
Customer Profile

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# Build Your Ideal Customer Profile

Worksheet by [alleceambur](#)

## Target audience demographics

1. Age: \_\_\_\_\_
2. Gender: \_\_\_\_\_
3. Location: \_\_\_\_\_
4. Occupation: \_\_\_\_\_
5. Monthly income: \_\_\_\_\_
6. Education level: \_\_\_\_\_
7. Other interests: \_\_\_\_\_

## What are their goals, passions and ambitions?

He/She wants to:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Main sources of information

Who do they follow/trust on social media:

1. Blogs/websites: \_\_\_\_\_
2. SM channels: \_\_\_\_\_
3. Gurus: \_\_\_\_\_
4. Books: \_\_\_\_\_
5. Magazines: \_\_\_\_\_

**What are their biggest problems, challenges & pain points?**

His/Her main challenges are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Which problem(s) can you help them solve with your services?**

1. \_\_\_\_\_
2. \_\_\_\_\_

**What possible objections can they have to not work with you?**

1. \_\_\_\_\_
2. \_\_\_\_\_