

# Customer Persona Template



**NAME,  
Job Role**



## Key Demographics

Gender:  
Age Range  
City  
Job Focus

## Fears & Values

What keeps this person up at night? What do they fear and value?

## Marketing Message

What is the marketing message you want to convey to this person? Why should they purchase your product or service?

## Preferred Channels

How will you reach your ideal customer? Through what channels and platforms?