

**AMMO**

# Customer Persona Worksheet



# If you know your customer, you know your business.

This customer persona worksheet will help you visualise your ideal customer when conducting your marketing. Generally, a customer persona is a fictional person based on assumptions and observations you've made about your current customers. However, if you have someone real in mind who is your ideal customer, feel free to write about them instead of creating an average person from scratch.

Often, you'll have a primary customer and a secondary customer. Think of your primary customers as your diehard fans – these are the people who you can help the most, who will be the most profitable for your business, and who will reliably keep coming back for more. Your secondary customer will be a less perfect fit for your product and brand, but is someone you can still provide value to. Make sure you don't prioritise these people over your core customers though!

Hit us up if you've got any questions at: [hello@ammo.marketing](mailto:hello@ammo.marketing)



Your customer's name:

*Sally*

Your customer's age and gender:

*24, Female*

Your customer's occupation & education:

*Retail worker, university educated.*

What's their annual salary?

*\$28,000, works part-time.*

Where do they live? Inner city / country / suburbs, etc. Do they own a house or rent?

*Lives in an apartment in the inner city.*

What's their family status? Are they married or single? Do they have kids? If so, how old are they?

*Single. Lives in a sharehouse.  
No kids.*

What hobbies or interests do they have? Where do they hang out? Do they kite surf? Are they a history buff? Do they have dogs?

*Goes to every music festival. Stays fit with yoga. Loves brunch with her friends. Addicted to Sudoku.*

What activities do they complete on a daily basis? (Completing spreadsheets, jogging, meetings, etc.)

*Catches the bus to her retail job in the city. Goes to yoga 3 days a week after work. Listens to murder mystery podcasts in her lunch-break.*

What are they afraid of? What keeps them up at night? Describe their worries and fears:

*Worried that she won't get a job in Fashion despite her degree and good grades. Worried about how she's going to afford rent this week.*

What are their goals? What are they excited about? What do they want to achieve each day/month/year?

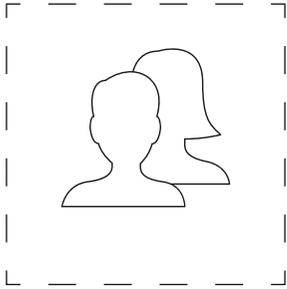
*Saving for a trip to Europe with her friends at the end of the year.*

What are some of their favourite brands? Who's their favourite celebrity? Who do they follow on Instagram?

*Glossier, Adidas, Lululemon, Stranger Things on Netflix, Charli XCX. Loves Leonardo DiCaprio. Follows Kylie Jenner.*

What do they believe? What is their worldview? (Eg. "More people should ride bikes to work.")

*Believes that people should be veg-an if they want to stay healthy and not hurt animals.*



Your customer's name:

What hobbies or interests do they have? Where do they hang out? Do they kite surf? Are they a history buff? Do they have dogs?

What are their goals? What are they excited about? What do they want to achieve each day/month/year?

Your customer's age and gender:

What are some of their favourite brands? Who's their favourite celebrity? Who do they follow on Instagram?

Your customer's occupation / job title:

What activities do they complete on a daily basis? (Completing spreadsheets, jogging, meetings, etc.)

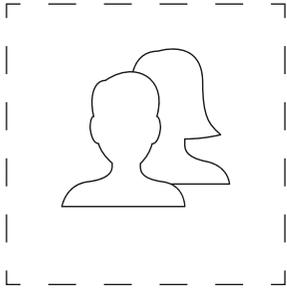
What's their annual salary?

Where do they live? Inner city / country / suburbs, etc. Do they own a house or rent?

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What's their family status? Are they married or single? Do they have kids? If so, how old are they?



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