

# Developing Your Customer Persona

What is their demographic information?

What is their job and level of seniority?

What does a day in their life look like?

Where do they live?

What are their pain points? What do you help them solve?

Based on your answers above, what keyword searches would they search to find answers to those problems? Try and think as they would.

What do they value most? What are their goals?

Where do they go for information?

What experience are they looking for when seeking out your products or services?

What are their most common objections / questions to your product or service?

What social networks do they use the most?

What type of device would they use to find or view your website?

How does your pricing compare to your competition?

What are some compliments or positives past customers have said about you or your business?

How difficult is it to explain your product or service to them?