



Customer Persona Builder



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Be sure to add a name, photo and personal statement to each of your personas.

EXAMPLE: ANNA

“I don’t feel ready to settle down yet. I’m finally in a job I love, making enough to splash out from time to time. I guess you could say, I’m discovering what it is to be me.”

BASICS

Age
Location & living arrangements
Relationship status
Job

MONEY AND SHOPPING

Income?
How does she feel about spending/saving/debt?
Credit cards or cash?
Where/How does she shop?
On what products is she likely to splurge?
Scrimp?
Is she the friend with the Cosco card, or the one who uses her friend’s card?

BRANDS

Which brands is she consistently loyal to?
Why will she never switch from them?
What brand of tennis shoes does she wear/want to wear?
What kind of chocolate does she buy/want to buy?

COMMUNICATIONS

What media does she consume online and offline?
What social media does she prioritize?
How does she communicate with friends?
Family?

COMMUNITY

Who influences her?
Who does she trust?

DELIGHT

What brings her joy?
What does she do when she has an hour to herself?
What is she most proud of?
What are the three things she will never compromise on?

DREAMS

What does she dream of?
How does not having this make her feel?
What is preventing her from getting there?

WORRIES

What keeps her awake at night?
What are her worries for today, tomorrow, next year, the future?

HER STORY

Describe a day in her life.

NEED A HAND?

Let 5forests help you get to know your fans and friends. Email us today at create@5forests.com