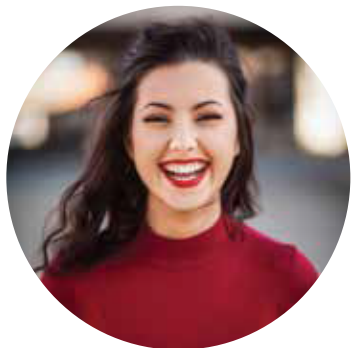


Narrative Customer Persona Builder



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 Costco 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 team@5forests.com