

WHO is the customer?

To improve your marketing, describe your customer in detail. After describing the customer, give the customer a name. Find a picture of someone who represents your customer and direct your marketing toward that person.

Paste Photo Here

Is your customer a man or woman?



How old is the customer? _____

What radio stations does the customer listen to?



What does the customer do during the day?

What worries the customer?

Describe the Customer Physically:

What cable channels does the customer watch?

What does the customer want from you?

What is the customer's name?
