**BRAND PERSONA**

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| **Customer Name** | *Pick a name that represents your ideal customer and that brings them to life in a real way in your mind* |
| **Demographics** | *This typically includes elements such as age/gender/marital status/job role etc.* |
| **Social Networks** | *What social networks (on or offline) are they part of* |
| **Key Ambitions** | *What motivates them in their world? What are they striving for in their life? Mazlows Hierarchy of Needs can be useful here.* |
| **Key Challenges/Pain Points** | *What stops them from achieving their dreams? What challenges do they have when they are buying a product or service like yours?* |
| **Marketing Channels** | *What are the main ways they seek or source information when buying a product or service like yours?* |
| **Purchase Behaviour** | *Note anything here about how or when they buy. Is there a time of the year that prompts purchase? Do they have a certain process they follow when choosing a brand/service?* |
| **Benefits** | *How does their world change as a result of choosing your offering?* |
| **Barriers** | *Are there any barriers that would prevent them from buying from you?* |
| **Key Messages** | *What are the top three things you want them to know about you?* |