



CUSTOMER PERSONA WORKSHEET

Marketing Strategy Audience Development

1. Persona Name: _____

Give your customer persona a descriptive name (e.g., Main Street Mary, Traveler Tim).

2. Demographic Information:

- **Age Range:** _____
- **Gender (if applicable):** _____
- **Location:** _____
- **Occupation:** _____
- **Income Range:** _____

3. Psychographics:

- **Personality Traits:** _____
(e.g., outgoing, detail-oriented, thrifty)
- **Values:** _____
(e.g., family, quality, sustainability)
- **Lifestyle and Interests:** _____
(e.g., outdoor activities, cooking, tech-savvy)

Mindsets of Maine:

Identify which of the following segments this persona might belong to:

- **Proud Mainers** – Embrace Maine’s uniqueness, prefer local businesses, and value Maine’s future potential.
- **Disparagers** – Often critical of Maine’s slow adaptation to change, cautious with trends, and skeptical of Maine-based products.
- **Change Seekers** – Environmentally conscious, open to progressive change, and believe Maine can lead in social, entrepreneurial, and ecological progress (SWMC - Mindsets of Main...).

4. Goals and Motivations:

- **Primary Goal:** _____
What is their top goal related to your business?
- **Secondary Goals:** _____
Other relevant goals they're aiming to achieve?

5. Challenges & Pain Points:

- **Biggest Challenges:** _____
What obstacles does this persona encounter that you can help with?
- **Common Frustrations:** _____
What issues typically frustrate them in this area?

6. Buying Behavior:

- **Preferred Shopping/Buying Channels:** _____
(e.g., in-store, online, through social media)
- **Research Process:** _____
(e.g., reads reviews, consults friends, compares products online)
- **Purchase Drivers:** _____
What triggers a purchase? (e.g., discounts, quality, trust in the brand)

7. Brand Perceptions and Preferences:

- **Preferred Brands:** _____
Which brands do they love, and why?
- **Perceived Value of Your Product/Service:** _____
What do they appreciate about your offering?

8. Communication Preferences:

- **Best Ways to Reach Them:** _____
(e.g., email, social media, phone, in-person visits)
- **Content Preferences:** _____
What type of content do they engage with most? (e.g., video, blogs, testimonials)



PRO TIPS:

Once this sheet is complete, visualize the persona by adding a stock image and creating a quick summary that captures the key elements. This will make it more relatable for everyone on your team.