



WRITE YOUR CUSTOMER PROFILES

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WRITE YOUR CUSTOMER PROFILES

Use digitally or print off and use when developing your communications

DEMOGRAPHICS

Name

Family Status

Gender

Wage Earning Status

Age

Geo. Location / Type

Income

Dwelling Type

PSYCHOGRAPHICS

Personal Goals

1.

2.

3.

Frustrations

1.

2.

3.

Objections

1.

2.

3.

Fears

1.

2.

3.

4.

5.

BUYING TRIGGER