



## WORKSHEET: ABOUT YOUR CUSTOMER

### General Demographics

What is your customers' age range?	
Does she have children? If so, how many, and what child age group do they fall into? (Babies, toddlers, teenagers, adults with their own children)	
Do any of her children have special needs?	
Does she home school her children?	
What are their after school/weekend activities?	
What is her romantic situation? Married/single? LGBTQAI?	

### Additional Thoughts



## Financial & The Market

Does she work outside the home? What type of job does she have? (administrative, legal, management, service, education, etc.)	
What is her budget for your product category? (makeup, health, clothing, food, spa)	
Where did she find these products before you? (what store, what brand?)	
Who are your primary product competitors? This doesn't include vendors who sell the same product as you, we're looking for other products from competing brands. List the product names. They should be comparable in either price, quality, or results.	
What concerns hold her back from generally spending money?	
What keeps her from buying <b>your</b> type of product?	
What other things does she need to earmark her money for?	
Does she shop online a lot? Where does she go to buy things? (websites, stores, etc.)	

## Leisure Time

Where does she get her news?	
Does she spend time on social media? Which platforms?	
What does she like to read on her phone? Blogs? Entertainment? News?	
Is she interested in sports? Which ones and which teams are her favorites?	
Does she like having people over and planning dinner parties?	
Is she a foodie?	
What are her interests from these categories: business & industry, entertainment, family & relationships, fitness & wellness, food & drink, hobbies & activities, shopping & fashion, sports & outdoors, technology. Are there specifics in those areas that you can hone in on?	
Does she have pets or love animals?	
Does she watch videos online? Which kinds?	
How does she prefer to consume her content?	
When is she usually online?	



### Action Item: Share Your Audiences Pain Points

Head over to the group and share your paragraph with the group using the hashtag #painpoints. Don't forget to check out the other student's pain points to provide your feedback.