

User personas are a great tool to use to gain an understanding of your target customer.

Fill in this template thinking about one of your ideal target customers. Start off by giving them a name and fill in the rest of their details

[Persona name]

Details

Age	
Location	
Job title	
Average income	
Social Media platforms they use	
Interests & activities	
Life stage (e.g. Starting business, retired etc.)	

## Pain points and goals

Both pain point and customer goal are from the user personas point of view. How your business can help section is how your business can help with their pain point and goal. I have given an **example below using my persona/target customer**

<b>Customer pain point</b>	<b>Customer goal</b>	<b>How your business / product can help?</b>
<b>Example:</b> <i>We have trouble keeping our fans on social media engaged because we only have so much time to dedicate to each platform.</i>	<b>Example:</b> <i>We want to be able to grow and engage with our social media audience.</i>	<b>Example:</b> <i>THE SOCIAL FACTOR can free up your time &amp; grow your engagement by running your social media for you</i>
Pain point #1	Goal #1	Your solution #1
Pain point #2	Goal #2	Your solution #2
Pain point #3	Goal #3	Your solution #3