



Proven Customer Profile Template

Fill out this template to get a clear picture of your prospects.

Describe your typical customer

What is the age range of potential customers?

Are potential customers likely to be male or female or does gender matter?

What is their geographical location? Where are they likely to live/work?



What is the most likely occupation of potential customers?

What are their hobbies and interests?

What problem does your product/service remedy for its customers?

What makes your product or service more suitable to potential customers than that of your competitors?



What feature of your product/service do customers NEED?

What are the factors that your potential customer likely to consider before purchasing your product or service?

What does your customer value from your company, products or services?

How do potential customers find out about the product/service you're selling?



What have previous customers said about your company/ product?

Does the cost of your product influence a customer decision to buy from you?

List all the ways in which contact can be made with your potential customer.
