


Ideal customer persona

Trait	 Valerie	Your ideal customer
Profession		
Authority		
Pain Point		

What do you think I do for a living?

Name: _____

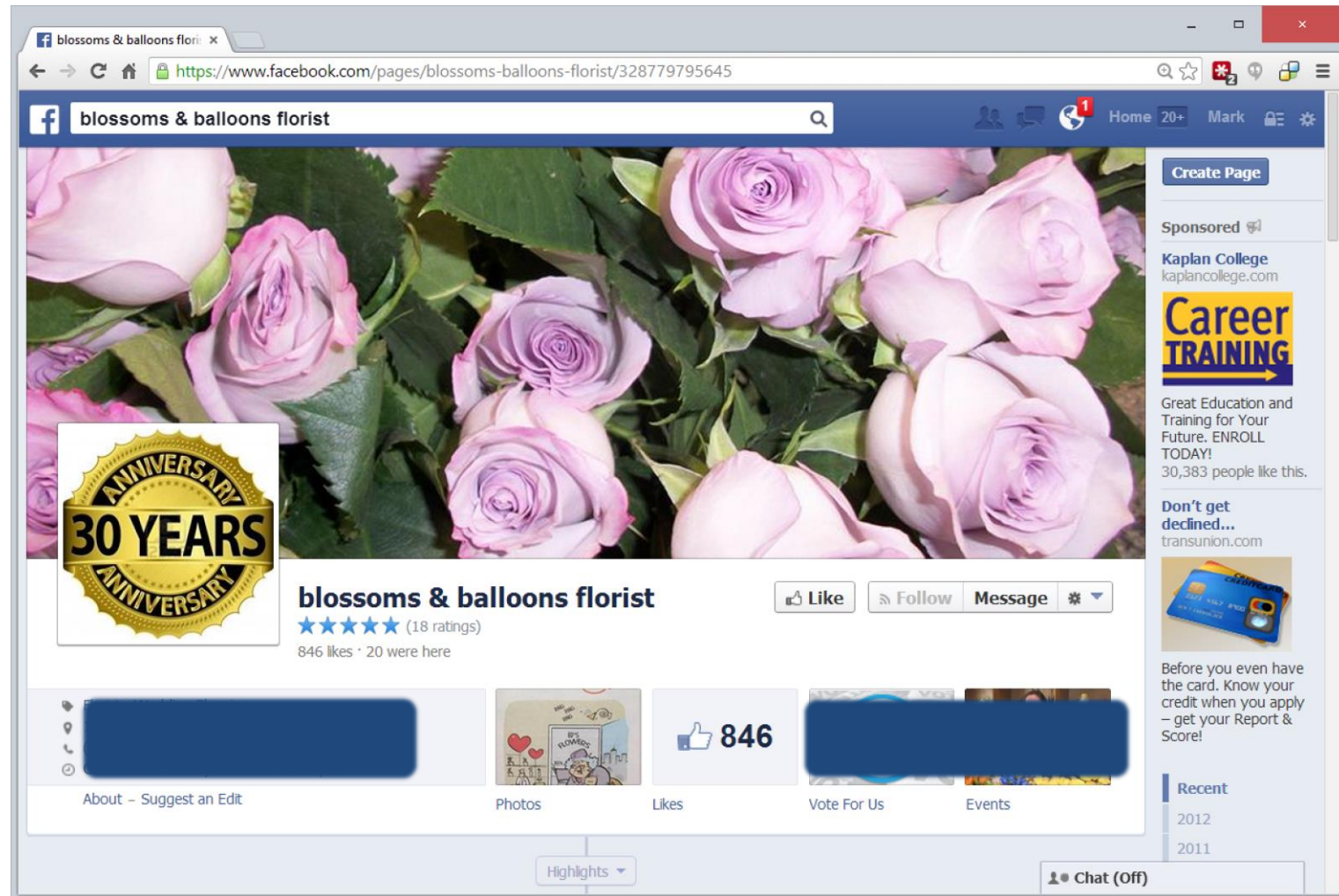
In 15 words or less, why should I do business with you?

1. _____
_____.

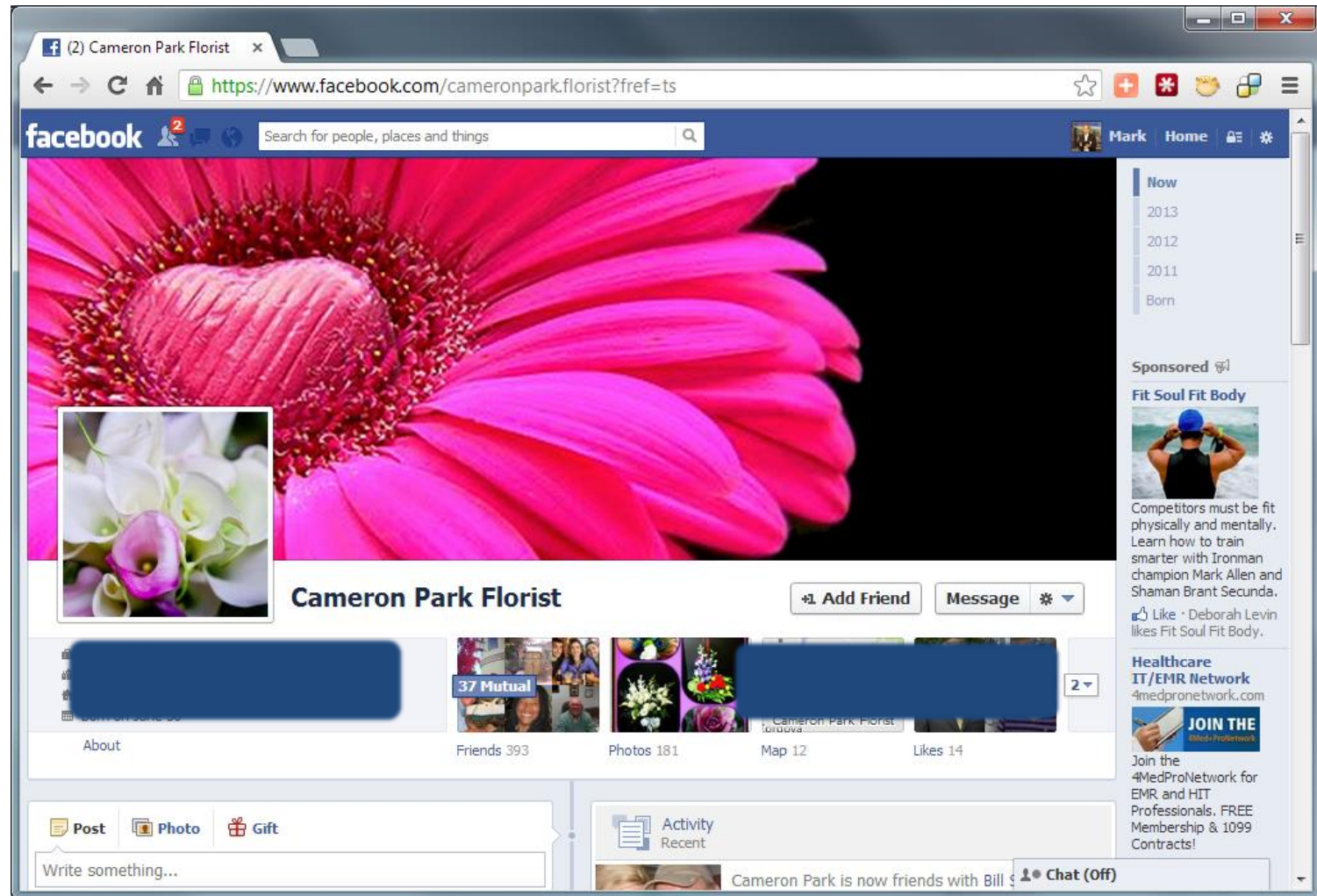
2. _____
_____.

3. _____
_____.

Which one set up their Facebook presence correctly? (#1)



Which one set up their Facebook presence correctly? (#2)



Who else is on Facebook?

Trait	Answer
Three companies who have earned my repeat business	
Friends I have not seen in over a year	
Thought leaders in my profession	

Monitor your reputation with Google Alerts

Trait	Answer
Search query:	
Search query:	
Search query:	
Search query:	
Search query:	
How often:	
How many:	
Your email:	

How would you respond?

Complaint # _____
