**[](https://www.smartsheet.com/try-it?trp=11894&utm_source=template-word&utm_medium=content&utm_campaign=Customer+Profile+Form-word-11894&lpa=Customer+Profile+Form+word+11894)****Customer Profile Form**

Now it’s time to leverage your customer research from Forms 1 and 2 to create a well-defined target customer profile.

|  |  |
| --- | --- |
| DEMOGRAPHICS | |
| List the age, income, gender, ethnicity, and geographic location of your target customer. Are there any notable demographic trends or deviations? | Description |

|  |  |
| --- | --- |
| PSYCOGRAPHICS | |
| Understand their perspective. Describe their:   * Attitudes * Aspirations * Worries * Self-perceptions | Description |

|  |  |
| --- | --- |
| BASELINE BEHAVIORS | |
| What triggers them to buy and use your brand? Or not use it? | Description |
| How, when, and where do they use your brand? | Description |
| How strongly do they feel about your brand? Is it an afterthought? Do they embrace or avoid it? | Description |

|  |  |
| --- | --- |
| BELIEFS | |
| What are their underlying beliefs and values? | Description |
| How does your brand fit into that belief system? | Description |

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| --- |
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