******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.

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

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

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| 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 |

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

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