

# ONLINE BUSINESS: PROFILING FOR SUCCESS

## Guide to completing a Customer Persona

<b>Title</b> <i>(insert the name and a statement about the customer)</i>			
<i>Insert a picture that represents what your customer or consumer</i>		<b>Target Audience Description</b>	
		<i>Include personal information here about your ideal customer (demographics such as age, education, relationship status etc)</i>	
<b>Likes</b>		<b>Location</b>	
<i>Insert their likes (hobbies, interests etc)</i>	<i>Insert their likes (hobbies, interests etc)</i>	<i>Include information here that related to the customer decision making purchase</i>	<i>Insert picture of the city</i>
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<b>Buyer Motives</b>		<b>Buyer Decision Making Process</b>	
<i>Discuss here the major motivations of the customer to purchase your goods or services</i>		<i>Include information here that related to the customer decision making purchase (problem recognition, information search, evaluation of alternatives, purchase, post purchase)</i>	
<b>Consumer Reaction to Products or Services Being Offered</b>			
<i>Include information in relation to the attitudes of the customer toward the category or products or services you offer</i>			