



# Anna Paszkiet Coaching

## Who is your Target Audience?

Place Picture Here

Male or Female \_\_\_\_\_  
Age \_\_\_\_\_ Parent, yes or no \_\_\_\_\_  
Kids, yes or no \_\_\_\_\_ If yes, age of kids \_\_\_\_\_  
Lower, Middle or Upper Class \_\_\_\_\_  
Single, Married, Divorced or Widowed \_\_\_\_\_  
Do they travel \_\_\_\_\_ Are they religious \_\_\_\_\_  
Do they buy their own groceries or get them delivered \_\_\_\_\_  
Do they shop online \_\_\_\_\_ Are they fit \_\_\_\_\_  
Are they health conscious \_\_\_\_\_  
West Coast, East Coast, Midwest etc \_\_\_\_\_  
Urban, Suburban, Rural \_\_\_\_\_  
Education Status \_\_\_\_\_  
Occupation \_\_\_\_\_

My ideal customer values

My product/service will help my ideal customer feel

Hobbies, personality, & lifestyle of my ideal customer

Is your product or service a luxury for your customer or necessity (luxury is anything that isn't a necessity in their life)?

What does your customer need in their life?

What does your customer want in their life?

How does your product or service fit in with your customers needs or wants?

Summarize (take your answers from above): My ideal customer is....