

# CUSTOMER PERSONA WORKBOOK

Finding your ideal  
customer

By **Melisa Vong** and foundr



**foundr**

 **Infinite Income  
on Amazon**  
by foundr

meet your instructor

# Melisa Vong

how to start business on Amazon?

Melisa Vong all about amazon fba

foundr and Melisa Vong helps you

best course to scale your Amazon shop

top 10 secrets for Amazon FBA

## Hello Entrepreneur,

If you are reading this, let me be the first to say congratulations for taking the first step towards success beyond your imagination and creating a brand that KICKS A\$\$! The fact that you have made it to this point proves that you mean SERIOUS business and are either looking for a way to refine the brand you have already built or perhaps want to start and scale a brand from scratch.

In this workbook you will find the exact same customer persona blueprint I have used to help create multiple 6 figure and million dollar businesses for myself and my clients.

Now let's get to work!

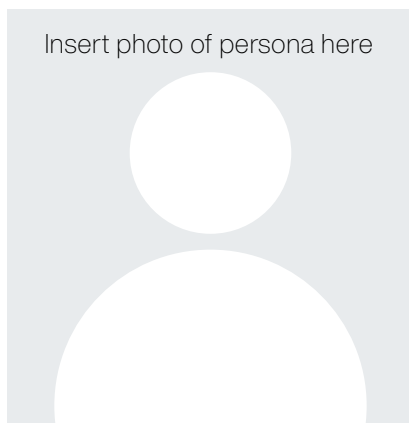
Sincerely,  
Melisa Vong



# BUYER PERSONA

## WHAT IS A BUYER PERSONA AND WHY IS IT IMPORTANT?

A “Persona” is a fictional representation of an ideal customer/end user and is applied in the early stages of product development or product redesign. Personas help us all internalize the ideal customer we’re trying to attract, and are vital to the success of a product because they drive design decisions in marketing, sales, product development, and services.



Name: Lara Croft

Age: 18-35

Location: California

Occupation: Nurse

Income: \$102,700 USD

## DESCRIBE YOUR IDEAL CUSTOMER

### What do they look like? What are some character traits?

*Ex. Healthy Helen has brown hair, green eyes, and is very family oriented. She is passionate about nutrition, organic products, and eco friendly products. On weekdays after work she loves yoga classes because it gives her a chance to relax - life can get pretty busy with her job and two young kids.*

Busy Lara has brown eyes, brown hair and a big smile. She is passionate about family and life.

Lara routinely works out at the gym before work to motivate her for the day ahead.

Health, fitness, nutrition are essentials in her life as a busy nurse.

Weekends are for adventures with her fur babies. Her dogs especially love the beach!

Lara often works long shifts on feet for hours on end, prioritising other's health and well-being over her own. Lara often needs to be reminded that she needs to look after herself just as much as others.

## BACKGROUND

**Male or female? Age? Income? Location? Job? Career path? Family?**

*Ex. Healthy Helen is 34 years old. She is married and a young mother of two. She works full-time as a corporate professional in San Francisco making \$75,000/year. She is warm, ambitious, organized, and a perfectionist. She is very- family oriented and makes sure her family is very healthy.*

*Busy Lara is 26 years old. She is living with her partner, Chase, and their two furry friends. She works full-time as a registered nurse in San-Francisco, making \$102,700/year. Lara is out going, ambitious, confident and enjoys life. Her family is important to her and makes sure they all stay fit and healthy.*

## VALUES

**What does your ideal customer value? What is important to them?**

*Ex. Family, wellbeing, health and nutrition, maintaining her looks, yoga*

*Family, fitness, health, nutrition, pets, maintaining her looks, gym, cooking.*



## DAILY LIFE

**What does a day in the life of your customer persona look like?**

*Ex. Healthy Helen wakes up every morning, gets ready for work, gets breakfast ready for her family and drops her children off to school. She goes to work at her corporate job, eats a healthy homemade salad for lunch and works ambitiously to get her tasks done. During her work breaks, she converses with her colleagues (mostly other women her age with similar lifestyles) and browses the internet to post some pins of things like recipes, skincare, fashion and home decor stuff she likes on Pinterest, and searches up health recipes she can make for the week...*

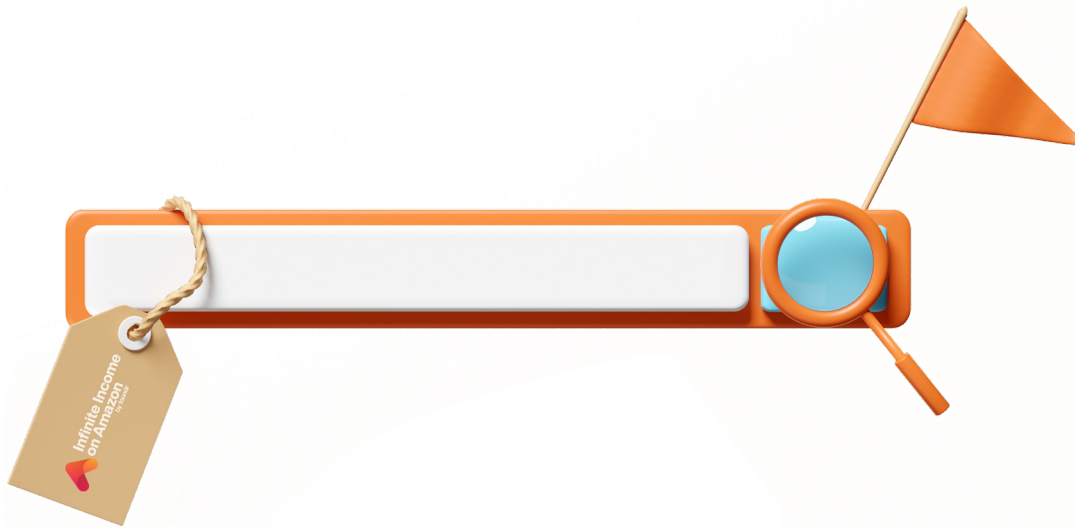
*Busy Lara wakes up early every morning to go to the gym. After her workout and shower, she makes a nutritional egg breakfast for partner and herself. Lara goes to work at her fast-paced job as a registered nurse. For lunch she eats a healthy salad and socialises with her colleagues (who are mostly other women her age with similar lifestyles). She browses social media content consisting mainly of fashion, fitness, cosmetics and healthy meal-time recipes. After a long day at work, Lara and her partner take their dogs for a relaxing walk before retiring to the couch to watch netflix.*

## NEEDS

**What does your ideal customer need or look for when making a purchase?**

*Ex. Health Helen recognizes the importance of skincare products and vitamin supplements in her life. In fact, she's a huge advocate for them but she needs them to be natural, filler-free, and vegetarian. She also does a lot of shopping online on sites like Amazon because she hardly has the time to go shopping...*

*Busy Lara recognises the importance of eco-friendly products in her life. She likes products that are chemical-free, good for the body and good for the skin. When making a purchase, she also takes sustainability and charitable efforts into consideration. As a young woman of taste, Lara is always on the look-out for stylish and trendy products to compliment her energetic lifestyle. Online shopping is a huge part to play in her purchases. Lara likes Amazon because she can find all the latest products and keep up-to-date with little time to actually go shopping.*



## INFORMATION CHANNELS

Where does your ideal customer go to find information?

**Ex.** Google Search Engine, articles from Huffington Post, WebMD, health.com, Amazon reviews, Health Blogs, Pinterest

Google search engine, health.com, fitness blogs, health blogs, Amazon reviews, social media,  
pinterest,





## NOW VISUALIZE YOUR IDEAL CUSTOMER...

What do they look like?

It's important to put a face to the name so you have a clear picture and sense of direction.

You will also notice that it makes it easier to attract that specific customer and ultimately make them a buyer. Choose an avatar below or create/find your own!



### ADDITIONAL NOTES:

[illegible]





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