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Target Audience: Middle aged male working professionals

1 Demographics	Age	Gender	Income	Occupation	Education	Marital Status			
	25 to 50	Male	\$6000/month	Working professionals who work 10 hours a day	Bachelors minimum	Married			
2 Psychographics	Interests	Hobbies	Values	Lifestyle	Personality traits	Attitudes	Beliefs		
	following under armour		Want to be a healthy father or husband	foodie or unhealthy			Weightloss only possible through aggrssive workouts		
	following famous gym brands								
3 Behaviour	What problems or challenges does your ideal customer face?								
	overweight, not finding enough time to workout, lack of nutrition knowledge								
	How can your product or service help them overcome these challenges?								
	workout from home without equipments, easy to prepare meal plans								
4 Challenges & painpoints	What problems or challenges does your ideal customer face?								
	consistency problems, lack of motivation								
5 Goals & aspirations	What are your ideal customer's goals, aspirations, and desires? How does your product or service align with these goals?								
	effortless weightloss,								
6 Needs & preferences	What features, benefits, or solutions does your ideal customer prioritize?								
	ease of access & implementation								
	What are their preferences when it comes to product features, pricing, delivery, etc.?								
	installment options, fast results, liked minded community								
7 Purchase Intent	How likely is your ideal customer to make a purchase?								
	8 out of 10								
	Are they in the awareness, consideration, or decision stage of the buyer's journey?								
	Consideration								