



**RHUBARB** LANE

# Build Your Customer Personas

Templates and AI prompts to  
help you quickly and easily  
build your most crucial asset.

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## Build Your Customer Personas

Maximise the potential of your marketing strategy with expertly crafted customer personas! By using this template, you'll gain a deeper understanding of your ideal customers, enabling you to tailor your messaging, products, and services to meet their specific needs. Knowing your customer personas will drive engagement, enhance customer loyalty, and ultimately boost your brand's success. Start creating a more targeted and effective marketing strategy today!

### Key Information

Brand Name, and website URL if relevant: (X)

Product Name: (Y)

Supplementary Information, such as the company bio or About Us: (Z)

### Questions about the Brand

Primary Industry:

Unique Selling Proposition (what makes you different from your competitors):

Primary Competitors:

Current Brand Position:

Target Market (look at your recent customers and try to find patterns):

Typical Pain Points:



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Social Media Focus platform:

Budget:

## Creating Your Ideal Customer Persona

Based on the information you've listed, you can now either use the section below to create an ideal customer persona yourself for your product, or, copy and paste the entire prompt at the end of this document into ChatGPT to generate your custom personas. The great thing is that if you have multiple products under your brand, for different audiences, you can do this again and again!

## Product (Y) Customer Persona

Name:

Age:

Gender:

Location:

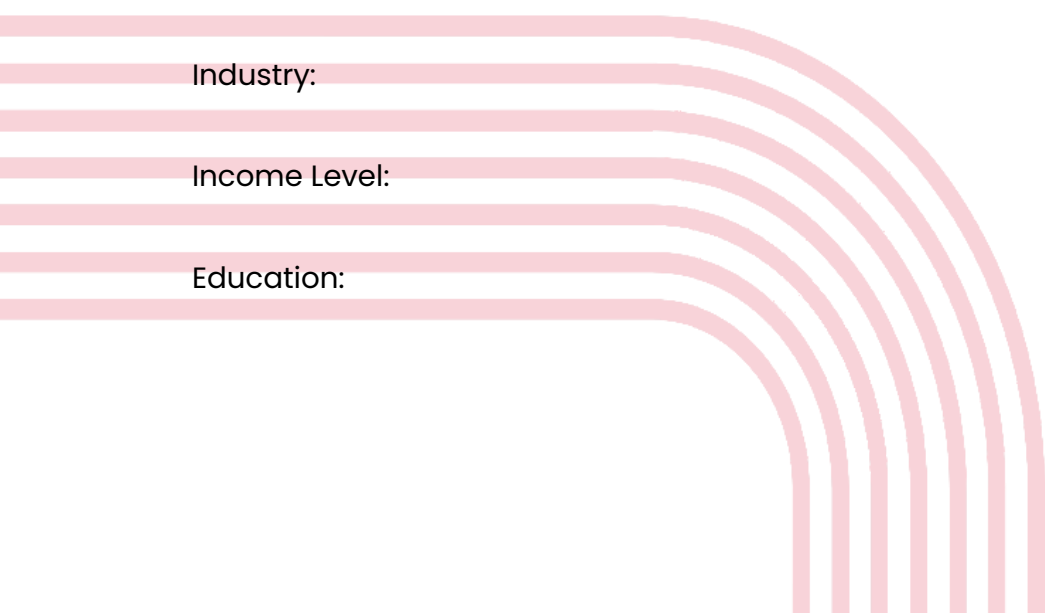
Job Title:

Company Size:

Industry:

Income Level:

Education:



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Personal Life:

Goals:

Challenges:

Pain Points:

Preferred Social Media Platforms:

Buying Behaviour:

Messaging that Works:

Preferred Content Types:

By completing this template, you will gain a comprehensive understanding of your target customers. This knowledge is crucial for developing a precise and successful marketing strategy that resonates with your audience. Dive in and enjoy the process of creating your customer personas, setting your brand up for long-term success!

## Prompt for Chat GPT

I'm going to give you some information about this brand here:

Brand X =

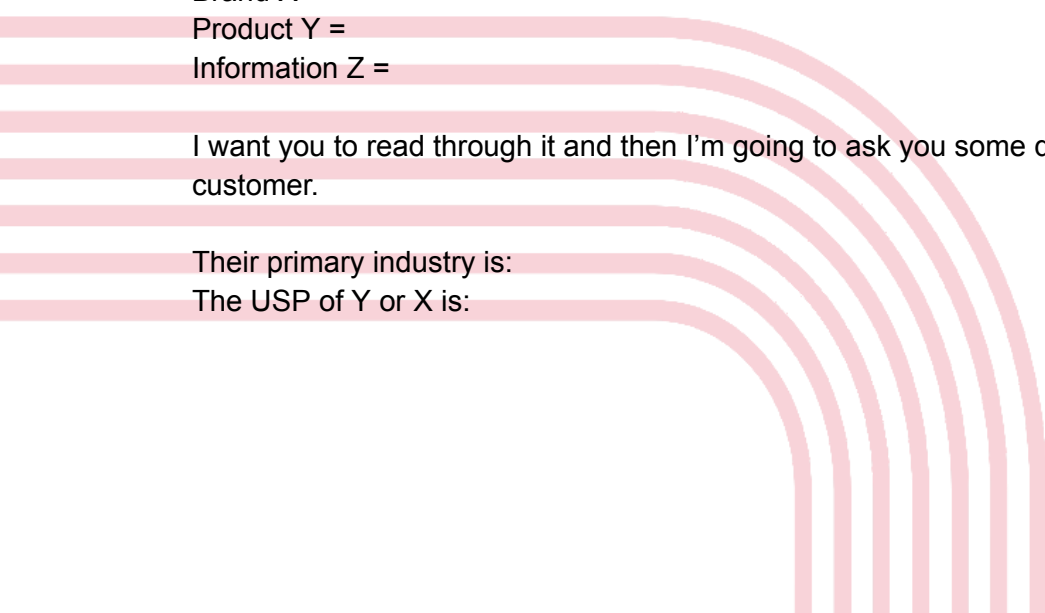
Product Y =

Information Z =

I want you to read through it and then I'm going to ask you some questions about the target customer.

Their primary industry is:

The USP of Y or X is:



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The primary competitors of X are:

X differentiates itself by:

Current position of the brand is:

The target market is:

Social media platforms to focus on:

Budget is:

Based on all the information above, create an ideal customer avatar for Y from Z by filling in the following pieces of information

Name:

Age:

Gender:

Location:

Job Title:

Company Size:

Industry:

Income Level:

Education:

Personal Life:

Goals:

Challenges:

Pain Points:

Preferred Social Media Platforms:

Buying Behaviour:

Messaging that Works:

Preferred Content Types:

