

Customer Profiling

Name:	Draw a picture of your customer here:	How much free time do they have on a scale of 1 to 5?	What's their biggest hobby or activity in their freetime?
Age:		How much disposable income do they have on a scale of 1 to 5?	What other regular activities or hobbies do they have?
Occupation:			
Twitter Username:			
What's their one-year goal ?	What's their five-year goal ?	Write three opinions or beliefs they have about any topic - serious or non serious	
What do they love ?	What makes them happy ?	What makes them angry ?	What do they hate ?

<p>How did they first see your movement?</p>	<p>What call to action did they see and follow?</p>
<p>Why did they decide to participate?</p>	<p>What motivations do they have to spread it to their friends?</p>
<p>Ultimately, which friends will be interested and why?</p>	<p>What considerations can you take to improve the chances of someone finding out about your movement, participating in it, or sharing with their friends?</p>