THE INDIE CHILDREN'S BOOK AUTHOR

CUSTOMER PERSONA

Name (parent, teacher, etc.)_____

Relationship to the child: _____

Child's interests:

_____

_____

_____

Child's struggles:

_____

_____

Customer's goals:

_____

_____

Customer's challenges:

_____

_____

Where do they get their recommendations from? Where do they shop?

_____

Preferred book features:

_____
_____
_____

Other important information about your customer:

_____
_____
_____
_____
_____
_____

Marketing Message for book _____

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____