

## Customer Persona Profile

Use this template as a hypothesis about your ideal customer segment  
or as a guide after doing research on that segment

Name

EMILY ENTREPRENEUR



Sketch or paste a picture

"CALLED TO PAY  
MY GOOD FORTUNE  
FORWARD"

Brief quote about person's self-identity

### Demographics

gender, age, education level, income,  
family, life context...

F - 50s, EARLY 60s

UNDERGRAD IN BIZ  
+ LIFE EXPERIENCE

HUSBAND NOT IN  
BIZ, 3 GROWN  
KIDS

BORN HERE, BIZ HERE

### Key Perceptions or Attitudes

about generosity, making a difference

- NEED TO SPREAD \$ AROUND
- BIZ & FAMILY GIVING COMBINED
- FAITH-INSPIRED

### Primary Goal(s) or Aspiration(s)

as a citizen, volunteer, donor/grantmaker, family member

- INVOLVE KIDS
- SYSTEM FOR YES/NO TO ASKS
- BE HEARD BY KIDS + HUSBANDS  
IN NEW WAY - HUB FOR FAMILY  
VALUES, CONTINUITY

### Key Connections & Relations

which may influence perceptions,  
aspirations, fears

WOMEN BIZ NETWORK

REGIONAL ECO DEVO

UWAY TOQUEVILLE  
SOCIETY

### Fears, Challenges, Problems

about generosity, involving others in that work

- KIDS BUSY WITH DIFFERING  
ATTITUDE TO FAMILY \$
- HOW TO SAY NO WHILE KEEPING  
GOOD BIZ + CMTY RELNS