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# Ideal Customer Persona Worksheet

Ecommerce resources ▪ Worksheet

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# Your ideal customer persona worksheet

Your ideal customer is not an age range or a gender. They have values, and they make choices based on who they are. Use this worksheet to build a real picture of the person your store is actually for.

Work through each section in order. The right column shows a worked example based on a beach bag brand built around the feeling of freedom after lockdown. Fill in your own answers on the left. When you're done, keep this persona next to you while you write product descriptions, homepage copy, and social captions.

## 1. Start with one sentence

What does your customer believe, and how do they want to feel?

**Your answer** — My ideal customer is someone who believes in _____ and wants to feel _____.

EX: My ideal customer is someone who believes in slowing down and wants to feel free, the way you feel on the first day of a beach holiday.

## 2. Give her a name

Turn the sentence above into a real person you can picture.

**Your answer: name** — e.g. Mia

**Your answer: one-line bio** — Who is she, in one or two sentences?

EX: "Mia."

Mia is in her early thirties, just came out of two years of lockdowns and cancelled trips, and is craving sun, movement, and an excuse to feel light again.

## 3. A day in her life

The small, specific details that make her feel real.

**What does she do on a Sunday morning?** — Write here

**What brands does she already gravitate towards?** — Write here

**What makes her stop mid-scroll?** — Write here

**What already exists in her home?** — Write here

EX: On a Sunday, she sleeps in, makes coffee slowly, and scrolls travel accounts. She gravitates towards independent swimwear labels, natural skincare, and brands that photograph outdoors. A photo that feels like a memory—golden light, bare feet, salt water—makes her stop mid-scroll. Her home has a half-packed weekend bag by the door and a stack of travel guides.

## 4. What she's opting into

She could buy from a marketplace. Why is she choosing you instead?

**Your answer** — Someone who buys from an independent store instead of a marketplace is opting out of convenience. What is she opting in to?

EX: She's opting into a brand that understands the feeling she's chasing, not just a bag with pockets. Buying from this store is part of building the life she wants back.

## 5. Where and how she shows up

Use this to guide your content, not every trend that pops up.

**Your answer** — Where does she spend time online, and what tone of caption would actually make her stop and read?

EX: She spends time on Instagram and Pinterest, drawn to warm, unpolished captions about travel and small freedoms rather than product specs or sales language.

Keep it in front of you. Once she's on paper, check every product description, email, and caption against her. If it wouldn't stop her mid-scroll, it's not for her yet.

REFLECT

## Jot down what you're taking with you.

Use this space for the ideas, questions, and next steps you want to remember.

## Ready to bring her to life?

Now that you know who you're selling to, put it into practice. Build or refine your online store with Hostinger Ecommerce and use the discount code HA1 to get 10% off.

**Build your online store**

https://www.hostinger.com/ecommerce?utm_source=youtube&utm_medium=organic&utm_campaign=hostingeracademydownloadables&utm_content=