

Customer Persona 1	Lifecycle stage			Preferred Communications Channels
<p><b>Customer #1 Name:</b> [Fill in the name of the customer. Get as specific as you want or need.]</p>	<p><b>Awareness</b></p>	<p><b>Consideration</b></p>	<p><b>Decision</b></p>	<p>[Fill in the best channels to reach Customer #1. For example, email, social media, blogs, etc.]</p>
<p><b>Wants, Needs, Problem/ Opportunity Customer #1 Needs Help With:</b> [Fill in the core challenges, needs, goals, etc. for this customer to keep as a guide to map out your content.]</p>	<p>[Fill in content ideas, call to action (CTA), etc. for Customer #1 in the awareness stage.]</p>	<p>[Fill in content ideas, CTA, etc. for Customer #1 in the consideration stage.]</p>	<p>[Fill in content ideas, CTA, etc. for Customer #1 in the decision stage.]</p>	