

**PROMPT WO-068**

# Create a Customer Persona

## Purpose

Use this prompt to create a detailed customer persona that helps businesses understand their ideal customers. It identifies their goals, challenges, behaviours, motivations, and buying decisions, allowing marketing messages and products to be better aligned with customer needs.

**DIFFICULTY** **Intermediate****TIME SAVED** **45–90 min****BEST FOR****Audience Research**

## Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini



## Copy & Paste Prompt

You are an experienced Customer Research and Marketing Strategist.

Create a detailed customer persona using the information below.

Business or Brand:

[Insert brand name]

Industry:

[Insert industry]

Product or Service:

[Insert product/service]

Target Market:

[Describe the market]

Customer Research Available:



[Insert any existing customer information]

Main Customer Problem:

[Describe the problem you solve]

Business Goals:

[Awareness, leads, sales, retention, community building]

Please create a detailed customer persona including:

- Persona name and profile.
- Age range and background.
- Occupation or lifestyle.
- Goals and aspirations.
- Biggest challenges and frustrations.
- Common objections.
- Motivations for buying.
- Buying behaviours.
- Preferred communication channels.
- Content they are likely to engage with.
- Problems they need solved.
- How your product or service helps them.
- Key marketing messages that would resonate.

Please:

- Make the persona realistic and specific.
- Focus on customer needs rather than assumptions.
- Provide actionable insights for marketing decisions.
- Explain how this persona should influence content and campaigns.

Return only the completed customer persona.



## Example

### INPUT

Brand: The Future™

Industry: AI education and productivity

Product: Practical AI guides and resources

Target Market: Everyday people and small business owners wanting to understand AI.

### EXPECTED OUTPUT



## Customer Persona

### Persona Name

Sarah – The Practical Learner

### Profile

Age Range: 35–55

Occupation: Professional employee, small business owner, or someone building new skills alongside existing commitments.

Lifestyle: Busy, responsible, and looking for ways to work smarter and create more opportunities.

### Goals

Sarah wants to:

- Save time in everyday tasks.
- Understand new technology without feeling overwhelmed.
- Build confidence using AI.
- Learn practical skills she can apply immediately.
- Create more options for her future.

### Challenges

Sarah often feels:

- AI is moving too quickly.
- There is too much confusing information online.
- She doesn't know which tools are worth learning.
- She worries about being left behind.

### Buying Motivations

Sarah is attracted to solutions that:

- ✓ Are simple to understand.
- ✓ Provide step-by-step guidance.
- ✓ Save her time.
- ✓ Offer practical examples.
- ✓ Feel trustworthy and realistic.

## OBJECTIONS

“I'm not technical.”

“I don't have enough time to learn.”

“Will this actually help me?”



### PREFERRED CONTENT

Sarah engages with:

- Beginner guides.
- Step-by-step tutorials.
- Real examples.
- Time-saving tips.
- Personal stories.
- Before-and-after improvements.

### MARKETING MESSAGES THAT CONNECT

“AI doesn't have to be complicated.”

“Learn practical skills one step at a time.”

“Work smarter without needing to become a technology expert.”

### HOW THE FUTURE™ HELPS

The Future™ provides simple resources, practical tools, and guidance that helps people understand technology, save time, and build confidence for the future.

 **Builder's Tip:** *A powerful marketing question is: “Who am I helping, and what problem are they trying to solve?” When you understand your audience deeply, creating content, products, and offers becomes much easier.*

## Related Prompts

- WO-061 – Create a Social Media Strategy
- WO-062 – Generate Social Media Post Ideas
- WO-067 – Write an Advertisement
- WO-069 – Build a Marketing Plan

## Tags

CUSTOMER  
PERSONA

MARKETING

AUDIENCE  
RESEARCH

BRANDING

STRATEGY