



Customer Persona Builder.

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Innovate. Collaborate. Elevate.

Introduction - Who This Is For

This workbook is for marketers, brand leads, and sales teams who want to deeply understand their ideal customers — not just what they buy, but how they think, what they value, and what drives their decisions.

Whether you're launching a campaign, refining your messaging, or developing new offers, strong personas = stronger results.

1. Start With the Basics

Give your persona a **name** — this keeps things human and grounded. You can build multiple personas later, but start with one ideal customer.

Field	Answer
Name	
Job title or role	
Age range	
Gender	
Location	
Education level	
Income bracket (if relevant)	
Family/life stage	

2. Goals & Motivations

What does this person want — in their role, their life, or their daily experience?

Type	What They Want
Professional goals	
Personal goals	
Day-to-day “wins”	
What motivates them most?	

3. Challenges & Frustrations

What gets in their way? These are the pain points your product, service, or brand should solve.

Challenge Type	Challenge Detail
Time-related Example: Overwhelmed, no time to research options, overworked	
Knowledge-related Example: Too much jargon, unclear choices, lack of guidance	
Emotional Example: Stress, risk-aversion, lack of trust	
Status or perception Example: Fear of looking unprofessional, internal buy-in struggles	
Financial Example: Budget restrictions, unsure ROI	

4. Information & Buying Behaviour

Where and how do they get their information? What influences their decisions?

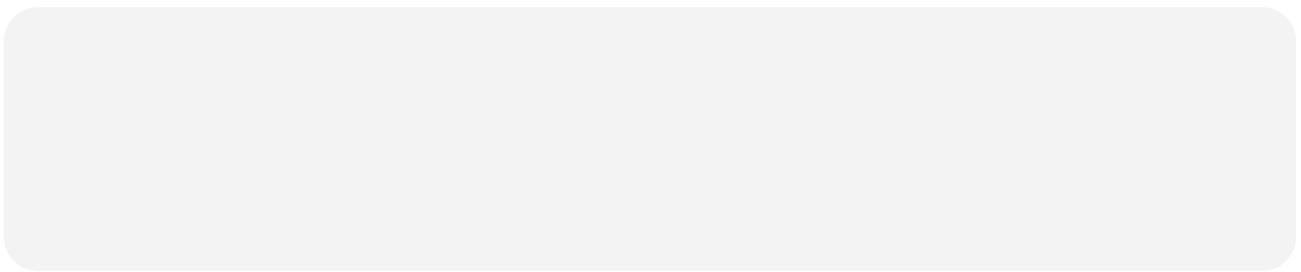
Question:

How do they research before buying?

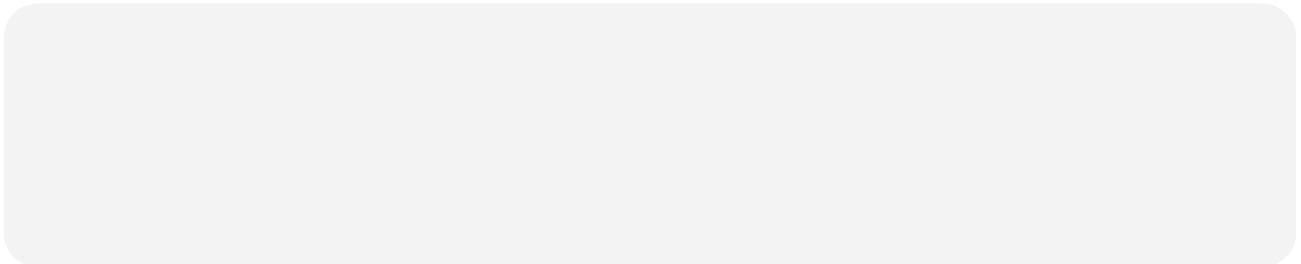
What channels do they trust? (e.g. LinkedIn, peers, reviews)

Who else influences their decisions?

What type of language appeals to them?



What causes hesitation or delay?



5. Values, Personality & Tone

Understanding their personality helps shape both brand language and design.

Category

- Key values (e.g. innovation, safety, community, sustainability)
- Personality traits (e.g. analytical, playful, cautious, confident)
- Tone they prefer (e.g. expert but friendly, fast and punchy, calm and authoritative)
- What they dislike in a brand (e.g. salesy language, gimmicks, cold corporate tone)

6. What They Love

Sometimes the best insights come from unrelated preferences.

Question:

Brands they already trust and use (in or outside your industry)

Publications or media they consume

Platforms they're active on

Design, packaging, or messaging styles they gravitate toward

7. Your Brand's Relevance

Now tie it all back to you:

Question:

How do we make their life easier?

How do we help them look good/succeed internally?

What emotional benefit do we provide?

What sets us apart, in their eyes?

8. Persona Snapshot Summary

Use this as a one-page overview for your team:

- Persona Name:
- Job/Role:
- Main Goal:
- Top Challenge:
- Values:
- Tone of Voice to Use:
- Channels to Prioritise:
- How We Help Them:

Optional: Add a Visual Moodboard

Gather a few images that represent their:

- Environment (office, home, lifestyle)
- Interests
- Personality
- Visual preferences

This makes the persona feel real and becomes a visual shorthand for your team.

What's Next?

Once you've built 1–3 customer personas, use them to:

- Refine messaging in campaigns and website copy
- Align your brand voice and creative direction
- Prioritise platforms and touchpoints
- Help sales and support teams personalise their communication

Frission Creative helps brands speak with clarity, strategy, and standout design — grounded in what your audience truly cares about.

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