# Vennd | Customer Persona

## Customer Name:

**Background (Job, career path, family / home life)**

**Demographics (age, gender, location, income, language)**

**Interests (what do they like, what other brands do they engage with)**

**Challenges (what are your customer's pain points / frustrations)**

**Goals (what are your customer's goals)**

**How do we help (them achieve their goals)**

**Objections (why wouldn't they buy from you)**

**Pitch (how does your product address their challenges and overcome objections to reach their goals)**