

CUSTOMER PERSONA MICRO-LAB

(Fast, 20-minute clarity tool for entrepreneurs)



Customer Persona – Micro-Lab

Define your customer like a real person, not a demographic.

Who are you built for, what problem hurts them, and why should they pick you?

QUADRANT 1 — ABOUT THEM (REAL HUMAN)

Name your persona:

→ Give them a HUMAN name (ex: "Growth-ready Founder Anita")

Stage of life

- Early Founder
- Growth Stage
- Scaling
- Corporate to Entrepreneur

Write 1 line:

Identity Snapshot (5 bullets max)

- Age range
- City
- Work style
- Money mindset
- Decision style

Quote:

"If only someone could help me ____."

QUADRANT 2 — WHAT HURTS (PAINS & TRIGGERS)

Their Top Problems (direct pain)

- 1.
- 2.
- 3.

Emotional Drivers (hidden pain)

- Fear of failure
- Imposter syndrome
- Time pressure
- Confusion
- Overwhelm
- Trust issues
- "I tried before, it didn't work"

Frustration Story (write like a movie scene)

"Every time I try _____, I end up _____."

What FAILURE looks like for them

If they do nothing, the risk is: _____

QUADRANT 3 — WHAT THEY DESIRE (ASPIRATION)

Their Dream Outcome

I wish I could ____ without ____.

Success Indicators

(What they define as winning)

Emotional Goal

- Confidence
- Clarity
- Freedom
- Visibility
- Respect
- Money

What SUCCESS looks like for them

When my problem is solved, I feel ____ and have ____.



QUADRANT 4 — WHY YOU (YOUR POSITIONING)

Why YOU are the right choice (not generic coaching)

Bullet 3 reasons:

Your Unique Approach

1 line explaining your method:

I help ____ by ____ so they can ____.

Your Proof (lightweight evidence)

- Case snapshot
- Result in numbers
- Before-after sentence
- "Client said" 1-line testimonial

Your Promise

The transformation I stand for is: ____

📌 MINI-INSIGHT BOX

People don't buy coaching.

They buy:

- The identity they become
- The problem they stop experiencing
- The speed they achieve results
- The confidence they feel in the guide

5 real-world questions to validate your persona

01

What triggers their buying decision?

An event? Failure? Deadline? Comparison?

02

Where do they look for solutions?

- Instagram
- YouTube long-form
- Friends
- LinkedIn
- Workshops
- Google search

03

What keeps them from saying YES?

- Money fear
- Time
- Trust
- Past experience
- Not urgent enough

04

How do they speak about the problem?

Copy their language:

"I hate that every time I _____."

"I feel stupid when..."

"I really want _____ but _____"

05

What is the first MICRO-WIN you can give?

Something they can feel in 48 hours.