****

*Insert a picture of your persona here*

**Marketing Persona Template**

**Persona Name:**  ­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| **Background** | ***Job Title*** |  |
|  | ***Where do they work?*** *(In relationship to their house & your clinic)* |  |
|  | ***Hobbies*** |  |
|  | ***Education*** |  |
|  | ***Family*** |  |
|  | ***What does a day in their life consist of?*** |  |
| **Demographics** | ***Gender*** |  |
|  | ***Age*** |  |
|  | ***Household Income*** |  |
|  | ***Urban, Suburban, or Rural?*** |  |
|  | ***Injury History****(Where is their injury? How did it happen? Acute or chronic?)*  |  |
| **Goals** | ***What they want out of PT****(What do they need to do? How is this injury impacting their life?)*  |  |
| **Challenges** | ***What are your biggest challenges?*** *(Time constraints, motivation, pain)* |  |
| **Learning about Health** | ***How they learn about new information for about their health*** *(Social media, friends, family, MD, magazines, TV)* |   |
|  | ***What publications or blogs do they read*** |  |
|  | ***How they would decide which PT clinic to attend?*** *(What is the process? MD script, friends, family, advertisements, Google, or a combination)* |  |