

Audience Persona Template

Persona Type - Primary, Secondary or Tertiary

Persona Category - Buyer, Seller, Decision-Maker, etc.



Thematic Quote

What question does this persona need answered?

Image

Headshot photo of what your persona would look like

Match gender, age and race.

Demographic & Environmental Info

Name, age, location, job, etc.

Include technological, physical and social factors as applicable.

Needs/Goals Summary

Actions, wants, needs, etc.

Include a list of typical interactions.

Narrative Backstory

Who Are You Speaking To and Why?

Use this section to create a story about your persona. Fill in the personal details of this person's life and relate it back to your offerings.

Tips for Engagement

How to Speak to Your Audience

Include voice and tone guidelines, key messages and relevant calls to action for this specific audience.