## Audience Persona Template

**Persona Type** - Primary, Secondary or Tertiary

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

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### Thematic Quote
*What question does this persona need answered?*

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### Image
Headshot photo of what your persona would look like
Match gender, age and race.

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### 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.

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### Demographic & Environmental Info
Name, age, location, job, etc.
Include technological, physical and social factors as applicable.

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### 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.

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### Needs/Goals Summary
Actions, wants, needs, etc.
Include a list of typical interactions.