

CREATE YOUR OWN AUDIENCE PERSONA

DIRECTIONS:

Fill in the blanks to start to build your audience persona. If you need to add more details that are not included, there is space for that at the end of the template.

TIPS FOR YOUR PERSONA:

Don't give your persona the name of an existing client. Do give them a name you don't have any feelings or associations toward.

Don't be too vague, i.e. "He drives a big car." Do be specific, i.e. "He drives a Cadillac Escalade XL with white exterior and tan leather seats." The more intimately you know your persona, the easier it will be to make decisions using this filter.

Don't skip blanks because they seem "silly" or "unnecessary." Do build a vision of this person in your mind as if they were standing in front of you and notice every detail.

Meet _____ . _____ is a _____ year old _____ , who works in _____ .

As a _____ , _____ has worked at _____ with approximately _____ other people for _____ . _____ typically spends _____ at work every day, and tends to feel _____ as _____ heads home.

_____ has an assistant, _____ , who has been with _____ for _____ . _____ helps _____ with _____ , and they _____ is _____ successful, and brings home _____ annually.

_____ and _____ spouse _____ financially secure in their _____ in _____ . They _____ a _____ and _____ .

_____ and _____

_____ dealing with large amounts of debt, and they _____ have a retirement plan set up that they
ARE/ARE NOT DO/DO NOT
contribute to regularly. _____ is paid _____, and they _____ contribute
NAME PAY INCREMENTS DO/DO NOT
to an investment portfolio.

_____ and _____. In _____
NAME SPOUSE KIDS W/DETAILS PRONOUN

free time, _____ likes to _____.
NAME HOBBIES/ACTIVITIES/VOLUNTEER WORK

Come _____ season, _____ loves cheering on the _____. Vacations are
SPORT NAME TEAM NAME

_____ for _____'s family, and their favorite place to visit is _____.
COMMON/INFREQUENT NAME PLACE/TYPE OF PLACE

When they're at home, the family likes to _____ and _____ socialize
HOBBIES/ACTIVITIES OFTEN/SOMETIMES/NEVER

with friends or coworkers. _____'s family _____ religious, and they _____ attend
NAME IS/ISN'T DO/DO NOT

_____. During election season, _____ finds _____ self voting _____.
RELIGIOUS BUILDING NAME PRONOUN POLITICAL PARTY

_____ stands _____ tall with a _____ build, has _____
NAME HEIGHT BODY TYPE HAIR COLOR & STYLE

hair and _____ eyes. _____ generally wears _____ from
COLOR PRONOUN TYPE OF CLOTHING

_____, and prefers _____. When it comes to _____ health,
STORE NAME(S) TYPE OF SHOE PRONOUN

_____ generally healthy. _____ tries to go to the gym _____ of times a week,
NAME IS/IS NOT PRONOUN NUMBER

and likes eating _____. When _____ can't sleep, it's often because _____ is
TYPES OF FOOD PRONOUN PRONOUN

worrying about _____.
WHAT THEY WORRY ABOUT

_____ finds that _____ struggles with _____.
NAME PRONOUN WHAT THEY STRUGGLE WITH

the most in life.