

# Persona Worksheet

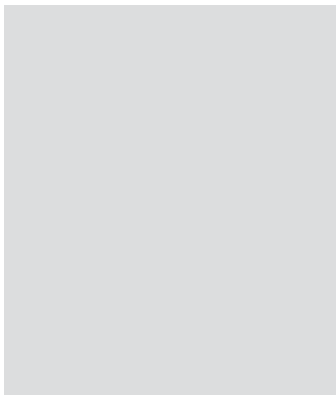
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## THE DEMOGRAPHICS

**Age:**  
**Gender:**  
**Education:**  
**Industry:**  
**Position:**  
**Income:**  
**Marital status/children:**  
**Location:**

**Give them a Name**

**Give them a face / picture**



## PERSONAL STORY

**Where and how were they raised?** (i.e. emphasis on family values, independence, overcoming hard times, etc.)  
*Are there values here that are relevant to your product or service, or that you could tap into?*

**What is their general disposition and personality?** (i.e. happy, frazzled, grumpy, serious, etc.)  
*How do your communications play into this?*

**What is most important to them in life** (i.e. success, happiness, friendship, family, partying, relaxation, security, community, religion, etc.)?  
*How does your product or service play into this?*

**What frustrates and / or worries them most in life** (lack of time, funds, community, etc.)?  
*Can your product or service address and/or alleviate any of these concerns?*

**What community issues are important to them?** (i.e. particular charities, or issues such as poverty or the environment)  
*Is there a way that your product or service can support or speak to this?*

**How is their health** (i.e. back issues from standing and lifting, weight issues from eating on the run, etc.)?  
*Does your product or service address or alleviate any of these issues?*

**What tone do they like to be communicated with?** (i.e.

formally, casually, succinctly, humorously, etc.)  
*How does your product or service reflect this?*

**What would a typical day be like for them?** Really put yourself in their shoes, morning to night.  
*Are there patterns in their day that are relevant to your product, service or communications?*

## INFORMATION CONSUMPTION

**Where do they go to gather information?** (i.e. books, magazines, webinars, face to face contact, school, social media, television, etc.)  
*How can your product or service meet them there?*

**What channels do they use for acquiring information?** (i.e. print, computer, mobile, out of home ads, etc.)  
*How can your product or service meet them there?*

**When do they acquire information?** (during work, off hours, weekends only, etc.)?  
*How can your product or service be visible at that time?*

**Where are they when they acquire information** (home, work, public spaces)?  
*How can your product or service be visible in this place?*

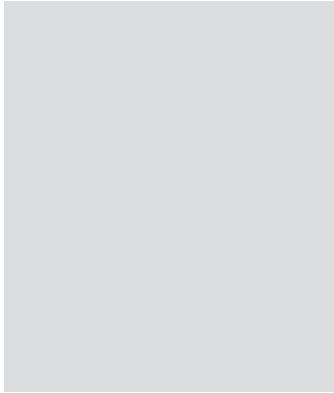
**How often do they want / like to receive information?** (i.e. daily, weekly, monthly, etc.)  
*Do your communications reflect this?*

# Persona Worksheet

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Name

Face



**Who do they trust and turn to when consuming content**

(analysts, vendors, thought leaders, friends, colleagues)?

*How can your product or service work with these sources? Or become a trusted source itself?*

## PRIMARY GOALS

**What are their primary goals**

(i.e. getting healthy, improving career, establishing, maintaining or expanding a business, retiring, etc.)? *How does your product or service speak to these goals?*

**What physical rewards are they hoping to acquire from your product or service?**

(i.e. physical ease or efficiency, weight loss, physical health, increased revenues, etc.)? *How do your communications speak to this?*

**What emotional rewards that they are hoping to acquire from your product or service?**

(i.e. joy, relief, satisfaction, success, respect, popularity, extra time, relaxation, family bonds, fun, emotional health, etc.) *How do your communications speak to this?*

**What external triggers might influence their use or purchase of your product or services** (i.e. job needs, events, colleagues, boss, friends, etc.)?

**What internal triggers might influence their use or purchase of your product or services** (i.e. increased joy, success, guilt, worry)?

**What frustrates them most in acquiring or using the type of product or service your business provides?**

(i.e. clunky, inaccessible, overly complicated, out of date, inefficient, etc.) *What gaps might your product or service provide to alleviate these frustrations?*

## SPENDING BEHAVIORS

**How comfortable are they spending money?** (i.e. very, somewhat, hesitant, hard pressed, etc.) *How does your product or service play in this area?*

**What are their primary motivators or drivers for spending?** (i.e. status, value, addressing a specific need, charity, etc.) *How does your product or service speak to this?*

**What are their primary hesitations around spending?** (i.e. unfamiliarity, availability of funds, unrecognized need, etc.) *How does your product or service address to these?*

**Do they make purchases quickly? Or prefer to conduct research, establish trust and spend time reviewing before a purchase?** *What ways can your product or service provide information to build trust?*

**How is your product or service financially valuable to them?** (i.e. what needs will it answer, at what value) *How will your communications adequately convey this value?*