

# Audience Persona Template

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

## 1. Basic Information

- Name: \_\_\_\_\_
- Age: \_\_\_\_\_
- Gender: \_\_\_\_\_
- Location: \_\_\_\_\_
- Education: \_\_\_\_\_
- Occupation: \_\_\_\_\_

## 2. Demographics

- Income Level: \_\_\_\_\_
- Marital Status: \_\_\_\_\_
- Family Size: \_\_\_\_\_
- Ethnicity: \_\_\_\_\_
- Language(s) Spoken: \_\_\_\_\_

## 3. Psychographics

- Interests/Hobbies: \_\_\_\_\_
- Values/Beliefs: \_\_\_\_\_
- Lifestyle: \_\_\_\_\_
- Personality Traits: \_\_\_\_\_

## 4. Goals and Motivations

- Primary Goals: \_\_\_\_\_
- Secondary Goals: \_\_\_\_\_
- Motivations: \_\_\_\_\_

## 5. Challenges and Pain Points

- Primary Challenges: \_\_\_\_\_
- Secondary Challenges: \_\_\_\_\_
- Pain Points: \_\_\_\_\_

## 6. Behavioral Information

- Shopping Habits: \_\_\_\_\_
- Brand Affinities: \_\_\_\_\_
- Online Activities: \_\_\_\_\_
- Preferred Social Media Platforms: \_\_\_\_\_

## 7. Communication Preferences

- Preferred Communication Channels: \_\_\_\_\_
- Content Formats (e.g., blogs, videos, podcasts): \_\_\_\_\_
- Frequency of Communication: \_\_\_\_\_

## 8. Technology Usage

- Devices Used: \_\_\_\_\_
- Tech-Savviness: \_\_\_\_\_
- Favorite Apps/Websites: \_\_\_\_\_

## 9. Buying Decisions

- Decision-Making Process: \_\_\_\_\_
- Influences (e.g., reviews, social proof): \_\_\_\_\_
- Objections: \_\_\_\_\_

## 10. Quotes

- Sample Quote 1: " \_\_\_\_\_ "
- Sample Quote 2: " \_\_\_\_\_ "

## Instructions for Using This Template:

1. **Fill in the Details:** Use real data and research to fill in the details for each section. This can include interviews, surveys, social media insights, and more.
2. **Create Multiple Personas:** Depending on your business, you may need to create multiple personas to represent different segments of your audience.
3. **Review and Update Regularly:** Audience personas should be living documents that evolve as you learn more about your audience. Regularly review and update them to ensure they remain accurate and relevant.