

## Customer Personas Worksheet

Defining who your audience is essential to accurately personalize your company's content to their challenges, interests, and demographics. Fill out each field below and add your own where necessary to describe each customer persona.

<b>Persona Name:</b>			
<b>Demographics</b>			
Age:			
Gender:			
Location:			
Marital Status:			
Interests and Hobbies:			
Language:			
Top Characteristics:			
<b>Professional Background</b>			
Job:			
Industry:			
Education:			
Income:			
Role in the Purchase Decision:	Point of Contact	Decision-Maker	End User
<b>Challenges, Motivation, and Goals</b>			
List their Challenges:			
List their Motivations:			
List their Goals:			
<b>Communication Preferences</b>			
Describe their Communication Preferences (for example, Channel Usage, Time of Day):			
Topics of Interest:			

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