

Customer Personas Worksheet

Defining your audience is essential to accurately personalizing your messaging to their challenges, interests, and demographics. Fill out each field below and add your own where necessary to describe each customer persona.

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

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