Audience Persona Template

Persona Name + Job Title

Workplace:

Job Description:

Insert a photo of your target audience.

Demographic Information

Agee:

Gender:

Income Level:

Level of Education:

Location:
 Rural
 Suburban
 Urban

Hobbies + Interests

Hobby:

Hobby:

Interest:

Interest:

Challenges + Goals

Describe:

Persona Summary

How would your target customer or audience member describe themselves?

Values + Fears

What your audience expects from your service:

Common concerns that prevent them from converting:

Favorite Blogs + News Sources

List 5-10 popular with your demographic:

Customer Quote

Add a real quote from a real customer that your persona might say:

CoSchedule