



Persona Template

Use this template to create various buyer personas and segment your audience so that you can do targeted marketing that make an impact

PERSONA 1

PERSONA 2

PERSONA 3

Name

Assign a name to reference in future conversations.

Age

Assign an age range

Gender

Include gender, if needed

Profession

Include, if applicable

Channels

Identify the places where you can communicate with your audience

Interests

Identify their aims, aspirations, likes and dislikes

Pain points

Identify the problems they want to overcome.

How your product/service helps solve their problems

Identify the messages you want your content to convey.



Don't know what to do next? Don't worry we are happy to help. Let's build your brand together!

#yourgrowthsquad

