

Sample Persona Worksheet

Name: _____

Characterization: _____

Background of the persona: _____

Daily activities: _____

Goals and aspirations: _____

Relevant problems and current solutions: _____

Circumstances that drive a decision: _____

Publications they read:

Blogs: _____

Web sites: _____

Social media: _____

Events they attend:

Offline: _____

Online: _____

Buying behaviors: _____
