

# Persona Worksheet

Name Your Fictional Persona: \_\_\_\_\_

<p><b>Demographics</b></p> <p>First list the tangibles such as:</p> <ul style="list-style-type: none"><li>• Sex</li><li>• Age</li><li>• Height</li><li>• Weight</li><li>• marital status</li><li>• financial considerations</li><li>• and other measurable demographics.</li></ul>	
<p><b>Professional Background</b></p> <ul style="list-style-type: none"><li>• Job title</li><li>• Education</li><li>• Professional degrees</li><li>• Industries</li><li>• Associations, trades or licenses</li></ul>	

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<p><b>Geographic</b></p> <ul style="list-style-type: none"><li>• Location of Work</li><li>• Location of Home</li><li>• How do they travel between work and home</li></ul>	
<p><b>Psychographics</b></p> <ul style="list-style-type: none"><li>• Attitudes</li><li>• Culture/Social Class</li><li>• Values</li><li>• Religion</li><li>• Opinions</li></ul>	

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<p><b>Interests</b></p> <ul style="list-style-type: none"><li>• hobbies</li><li>• travel/holidays - where/frequency/mode</li><li>• sports –Participate/Watch</li></ul>	
<p><b>How do they find/look for you?</b></p> <ul style="list-style-type: none"><li>• search on-line (what terms did they use)</li><li>• visit your location</li><li>• social media</li><li>• referrals</li><li>• conferences</li><li>• tradeshow</li></ul>	

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<p><b>Goals</b></p> <p>What are they trying to accomplish either professionally or personally?</p>	
<p><b>Problems they are trying to solve</b></p> <p>What problems do they have that you can help them solve? Try and describe the problems in the same words and terms your prospects use.</p>	

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**What objections to these prospects have to using your services/products?**

**Identify 3-5 ideal customers who meet this criterion that you could use as a focus group?**