

Audience Persona Template

Persona Name + Job Title

Workplace:

Job Description:

*Insert a photo of
your target
audience.*

Demographic Information

Age:

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: