



## Persona Worksheet

To help you better understand the people you are trying to reach with your communications, create some personas. If these “imaginary friends” represent the kind of person you want to communicate with, then you can make marketing decisions, from which communications channels to use to which words or graphics to choose, with them in mind. Complete this worksheet for each persona you are creating. You do not need to answer every question; pick the ones that seem most relevant in describing this person as a member of the larger group you are trying to reach. I recommend that you also find a picture of what this person looks like to make him/her more real to you.

Target Audience/Segment/Community Represented by This Persona:

First and Last Name (make them up):

Gender:

Age:

Ethnicity:

Income:

Education:

Hobbies/Fun:

Employment:

Family Status:

Affiliations:

Religion:

Ownership (home, cars, etc.):

Location:

Health Status:

Likes/Dislikes:

How does this person spend his/her days (where, what, when, etc.)?

What does this person see, hear, taste, touch throughout the day?

Who does this person trust most?

Who else is talking to this person about your issue?

Who else is encouraging them to “do the right thing” (e.g. follow through on your most likely calls to action for this person/group)?

Who may be discouraging them from doing the right thing?

Where is this person in the *Stages of Change* about doing the right thing? (“Not a problem” “Yes, but . . .” “I’ll give it a try” “I can do this”)

Circle the values that are most important to this person. Here are some to get you thinking, but this is not an exclusive list, so feel free to add you own:

Time	Status	Cooperation	Pragmatism
Sleep	Power	Idealism	Privacy
Convenience	Fitting In	Safety	Connecting
Adventure	Change	Money	Independence
Public recognition	Self-Help	Efficiency	Teamwork
Good karma	Competition	Challenge	Predictability
Control	Action	Peace and quiet	Fun
Love	Formality	Compliance	Exclusivity
Openness	Learning	Spirituality	Exhilaration

What else should we know about this person?