

Scoop.it! Persona Development Worksheet

Persona Name:

Job title / how they refer to themselves:

What percent of your total customer base does this group represent?

What's the typical lifetime value of this group? (Low, medium or high will do if you're not sure):

Demographics:

Content sources they like (blogs they read, influencers they follow, magazines, books or shows they might like, social media platforms they use most):

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)

Their major problems:

- 1)
- 2)
- 3)
- 4)
- 5)

What they're scared of:

- 1)
- 2)
- 3)
- 4)
- 5)

Their aspirations

- 1)
- 2)
- 3)
- 4)
- 5)

What they need:

- 1)
- 2)
- 3)
- 4)
- 5)

Content formats they like (mobile? Video? Podcasts? Blogs?)

- 1)
- 2)
- 3)
- 4)
- 5)

How your products/services could help them:

- 1)
- 2)
- 3)
- 4)
- 5)

Other things they're interested in:

- 1)
- 2)
- 3)
- 4)
- 5)

What do the stages of their buyer's journey look like?

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)