

PERSONA WORKSHEET

Creating personas can feel overwhelming, but they're an essential tool when it comes to creating messaging that deeply resonates with your target audience.

This can in turn attract the right people to your business and improve your marketing and sales results! That's why in this worksheet, we'll walk you through step-by-step how to create crystal-clear personas.

Answer the questions below in the four key areas and watch the persona unfold before your eyes!

KEY TIP

The key to creating a powerful persona is to think about **ONE** person, **NOT** a group. Visualise your ideal client as a real person as this will help you to get really specific and will result in messaging that speaks to the right people.



DEMOGRAPHICS & PERSONAL INFORMATION

Name:

Age & Gender:

Personal & family life:

Education & current occupation:

3 Hobbies

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3 key characteristics

EXAMPLES: Ambitious. Confident. Loyal. Kind. Creative. Opportunistic. Personable. Open-minded.

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3 favourite TV shows

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Guilty pleasures

PROMPT: What do they do on the weekend as a reward?

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WHAT DO THEY NEED HELP WITH?

What are their biggest frustrations?

EXAMPLES: Time management. Endless job list. Slow growth.

What goals are they trying to achieve?

EXAMPLES: Promotion. More recognition. Better work/life balance.

What roadblocks are preventing them from reaching their goals?

EXAMPLES: Limited resources. Lack of expertise. No clear path.

If they could wave a magic wand, what would happen?

EXAMPLES: Gain access to knowledge. Have more hours in the day. Have more realistic goals.

WHAT KEEPS THEM UP AT NIGHT?

KEY TIP: This is different to what they need help with. This dives deeper into the worries and frustrations. We've provided examples to help clarify the differences.

What are their biggest concerns?

EXAMPLES: *Failing. Not meeting expectations/deadlines. Not demonstrating value. Budget constraints.*

What are their biggest unanswered questions?

EXAMPLES: *How can I get my team on board with changes? How can we make more sales?*

What are the negative consequences of not acting now?

EXAMPLES: *Not growing. Missing opportunities. Losing competitive advantage.*

What emotional impact does this have?

EXAMPLES: *Increased stress. Sleepless nights. Decreased motivation.*

HOW DO WE SOLVE THEIR PROBLEMS?

What are their biggest frustrations?

EXAMPLES: Time management. Endless job list Slow growth.

What goals are they trying to achieve?

EXAMPLES: Generating more qualified leads. Meeting delivery deadlines. Improving transparency.

What roadblocks are preventing them from reaching their goals?

EXAMPLES: Limited resources. Lack of expertise. No clear path.

What are common customer pain points in your industry?

EXAMPLES: Lack of flexibility. Measuring ROI. Client retention.

WHAT NEXT?

Now that you have this information about your ideal client, you can see that personas are much more than just a demographic!

You can now use the answers and insights you've added above to write targeted messaging that speaks directly to this persona's needs, pain points and aspirations.

This will help your messages to stand out from the crowd and resonate with the right people, while repelling the wrong ones.

STILL STRUGGLING TO IDENTIFY YOUR IDEAL CLIENTS?

Book a call today to find out more about how we can support you and take your marketing from drab to fab:

BOOK A CALL

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