

Persona Development Template

Before you communicate with your audience, it really helps to understand them well. Your communication is going to be clearer and more relevant if you can answer 'what's in it for me?' from their perspective.

To help, answer as many of these questions about a person who represents your audience:

THEIR NAME

ABOUT THEM

What do they do? Their role and occupation. How long in this role?

What career path have they taken? Any standout career achievements? Any memberships?

What's their personal situation? Marital status?

Where do they live? Have they lived anywhere else?

The Stats - Age, Sex, Location, Education, etc..

PERSONALITY

Introvert/extrovert/mix of both?

Their likes and dislikes?

Interests or hobbies

Describe their manner (eg, friendly, shy, outgoing, likes to talk, etc..)

GOALS

What do they need to get done day to day?

What do they want to achieve in their career?

What are their personal goals?

VALUES AND BELIEFS

What gets them fired up? Good and bad.

What's important to them?

Any connections to associations, religions, or special interest groups?

Does anything really annoy them?

What do they stand for?

How do they want to be known?

COMMUNICATION

How do they like to hear from you?

What's their communication style?

Are they active online? Which social media or websites do they use?

Are they tech savvy or old school letter writers? Which end of the spectrum do they fit?

VOICE

What are their favourite expressions?

Write down actual quotes based on what they said.

DECISION MAKING

Who is an influence on them? (Prioritise the influencers in order of importance)

Who influences their decisions in a positive and negative sense?

How can you help them to make a decision? (eg, handshake, formal agreement, information for a boss)

What stops them making decisions?