Before you develop the content for your marketing or fundraising campaign, you need to collect information on who you are talking to and fully understand what moves them. The best way to do this is to create what is known as an audience persona. Feel free to copy this worksheet to make as many personas as you need. As always, if you need additional guidance, we are here for you at hello@epsteincreative.com.

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| **Headshot** | Use a Google search or stock photo site to give a face to your character. |
| **Name** | Give your character a name. e.g., John |
| **Job Title/Career** | Give your character a job title or career field. e.g., Middle school teacher |
| **Demographics:** |  |
| **Age** | e.g., 35 |
| **Family** | e.g. married, single, widow, divorced |
| **Income** | Income $ |
| **Education** | Education level |
| **Neighborhood** | e.g. Suburban, Urban, Rural  |
| **What I Buy** | e.g., Starbucks, Adidas, Apple |
| **Top Social Media Sites** | e.g., Facebook, Instagram, Twitter |
| **Psychographics:** |  |
| **Hobbies** | What do they like to do in their free time? e.g., Working out, running, tech-savvy, action movies, politics |
| **Fears** | What do they worry about? e.g., Paying off college loans. |
| **Values** | What does he care about? How would you describe his values? e.g., Grew up in a small town and was very active in the community. The family often volunteered at their community and church, especially when it came to literacy and children, which inspired him to be a teacher. Loves working with children and hopes he can make a difference. |
| **Personality Traits** | Outgoing; Hopeful; Looking for new friends; Always online |
| **Challenges** | What are their pain points? Challenges? Problems? How have they tried to solve these problems? e.g., would like to donate more money and time but feels limited on a teacher salary.  |
| **Marketing Channels** | What would be the best way to reach them? There can be more then one. e.g. Facebook, direct mail, email, video, webinar, industry conference, phone call, text message, brochure, postcard, flyer, etc. |
| **Marketing Message** | How would you talk to this person if you were trying to convince them to donate or volunteer; now knowing what you know about them? |