Before developing the content for your marketing campaign, you need to collect information on who you are targeting and fully understand what motivates them. The best way to do this is to create 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 to help [hello@epsteincreative.com](mailto:hello@epsteincreative.com).

|  |  |
| --- | --- |
|  | *Replace the gray below text with your own text.* |
| **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. |
| **DEMOGRAPHICS:** |  |
| **Age** |  |
| **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, etc. |
| **PSYCHOGRAPHICS:** |  |
| **Hobbies** | What do they like to do in their free time? |
| **Fears** | What do they worry about? e.g., Paying off college loans. |
| **Values** | What does he/she care about? How would you describe their values? |
| **Personality Traits** | e.g., Outgoing; Hopeful; Looking for new friends; Always online |
| **Challenges** | What are their pain points? Challenges? Problems? How have they tried to solve these problems? |
| **Marketing Channels** | What would be the best way to reach them? How do they get their information? There can be more than one. ( Facebook, direct mail, email, video, webinar, industry conference, phone call, text message, brochure, postcard, flyer, etc.) |
| **Marketing Message** | How would you approach this person if you were trying to convince them to buy or use a service now that you know more about them? |