Audience Persona Worksheet

To help you better understand the people you are trying to reach with your communications, create some personas. Steve Mulder, author of *The User is Always Right*, defines personas as "realistic personality profiles that represent a significant group of your users." Nonprofit-marketingguide.com calls them "imaginary friends" that represent the kind of person you want to communicate with. This way you can make marketing decisions that attract, inform, and engage - everything from which communications channels to use, to which words and graphics to choose, to how to set up your web pages - with them in mind.

The questions below focus on goals, attitudes and behaviors. You do not need to answer every question; pick the ones that seem most relevant in describing this person as a member of the larger group you are trying to reach. You will likely have more than one audience segment, but complete this worksheet for no more than three distinct groups.

(A final note: YOU, by definition, are NOT the same as your audience.)

Persona Headshot

(cut out a believable photo and affix here to make this person more real to you)

Target Audience / Segment / Community represented by this person:

[Note: The following attributes are fictitious, based on the best of your knowledge about each audience segment]

1. Name:

2. Gender:

3. Age:

4. Ethnicity:

5. Location:

6. Education:

7. Employer, Job Title and Job Description:

8. Income:

9. Family status - Married? Single? Kids?:

10. Hobbies:

11. Affiliations:

12. Religion:

13. Ownership (home, cars, etc.):

14. Health Status:

15. Likes/Dislikes:
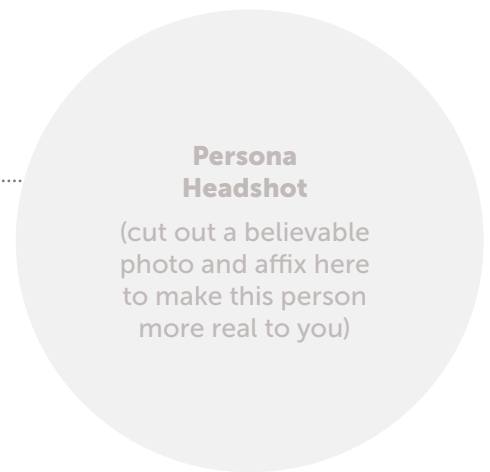
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15. Pressures/stresses s/he has:

16. Needs this person may have that relate to your organization's programs or services:

17. How did (or will) this person find your organization?

18. How would this person be involved with your organization?

19. What calls to action may interest them in your organization's marketing materials and website?

20. Circle the ATTRIBUTES and VALUES that are most important to this person:

Time	Change	Peace and quiet
Sleep	Self-Help	Compliance
Convenience	Competition	Spirituality
Adventure	Action	Pragmatism
Public recognition	Formality	Privacy
Good karma	Learning	Connecting
Control	Cooperation	Independence
Love	Idealism	Teamwork
Openness	Safety	Predictability
Status	Money	Fun
Power	Efficiency	Exclusivity
Fitting In	Challenge	Exhilaration

21. Other attributes and values:

22. What else should we know about this person?

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