

Audience Persona Profile

Basic Information

Name

Persona Name

Role/Job Title

Role or Title

Age Range

e.g. 25-34

Location

City, Region

Demographics

Gender

Gender

Education

Education Level

Income

Income Range

Marital Status

Single, Married, etc.

Psychographics

Interests

Key Interests

Values & Beliefs

Core Values

Personality Traits

e.g. Ambitious, Analytical

Goals & Challenges

Primary Goals

What does this persona want to achieve?

Key Challenges

Obstacles or Pain Points

Media Consumption

Preferred Channels

e.g. Social Media, TV, Blogs

Influencers/Sources

Who or what influences them?

Key Messages

Message Points

What are the most persuasive points for this persona?