

# 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?