



COLUMN FIVE

Personas Template

Identify your audiences to understand how your brand can speak to their unique needs.

For more instructions on how to use this template, see our

[Guide to Create Marketing Personas.](#)

Persona 1**Persona 2****Persona 3**

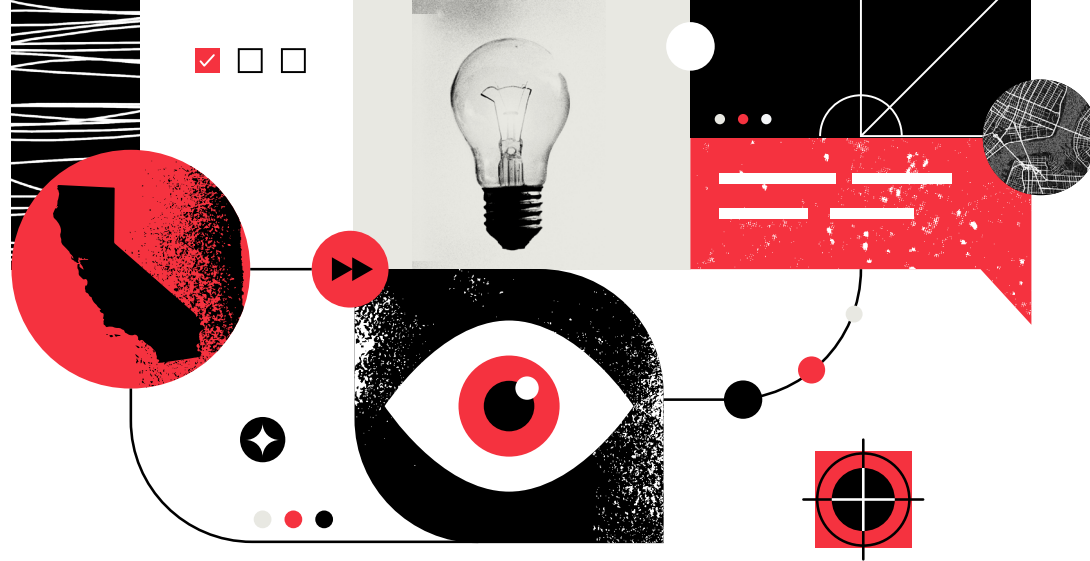
	Persona 1	Persona 2	Persona 3
Name Name this persona appropriately so that your team can reference it in future conversations.			
Age			
Sex			
Relationship status			
Job title			
Location			
Salary			
Budget			
Enemies Who are they bothered or threatened by professionally (e.g., younger, more tech-savvy employees)?			
Heroes Who do they look up to in their profession, industry, or life?			
Work goals What do they want to achieve for their company and for themselves?			
Approval Who gives them recognition at work?			

Persona 1

Persona 2

Persona 3

	Persona 1	Persona 2	Persona 3
Favorite drink			
Favorite music/ podcasts			
Favorite TV/movies			
Favorite books			
Clothes			
Transportation			
Interests/hobbies			
News/websites			
Mentality What do they secretly want? What are they looking for? How do they want to be perceived?			
Pain points What persistent obstacles/ challenges do they face?			
How would they hear about your company?			
How do they think your product/ service solves their problems?			
What might make them hesitant to use your product/ service?			



Column Five is a creative content agency based in Southern California and Brooklyn. We help brands discover and tell their best stories.

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