



Personas Template

Use this template to identify and segment your audience so that you can create tailored messaging that makes an impact.

For detailed instructions, see our [Guide to Create Marketing Personas in 4 Steps](#).

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

	Persona 1	Persona 2	Persona 3
Name Assign a name to reference in future conversations.			
Age Include a range if needed.			
Gender Include if applicable.			
Job title Include if applicable.			
Channels Identify the places you can connect with them.			
Goals Identify their main aspirations.			
Pain points Identify the barriers they want to overcome.			
How your product/ service helps solve their problems Identify the messages you want your content to convey.			



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Created by



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