



Persona Templates

Let's create a persona



PERSONA NAME

1

Sample Holly

SECTION 1: WHO?

BACKGROUND

Job? Career path? Family?

2

- Director of Marketing/Business Development
- 5 years out of college
- Married with no children

DEMOGRAPHICS

Male or Female? Age? Income? Location?

3

- Skews female
- Age 25-35
- Urban
- Other questions: Household income? Geographic Region?

IDENTIFIERS

Demeanor? Communication preferences?

4

- Loud and energetic demeanor
- Addicted to iPhone
- Text message and email communication



PERSONA NAME

Sample Holly

SECTION 2: WHAT?**GOALS**

Primary goal? Secondary goal?

5

- Grow and move up in career
- Be a supportive wife
- Start family in the next 5-7 years

CHALLENGES

Primary challenge? Secondary challenge?

6

- Getting everything done in the amount of time I have
- Work-life balance

WHAT CAN WE DO

... to help our persona achieve their goals?
... to help our persona overcome their challenges?

7

- Provide content about young leadership
- Provide coaching on tips for balancing work and personal life



PERSONA NAME

Sample Holly

SECTION 3: WHY?

REAL QUOTES

About goals, challenges, etc.

8

- “I feel tired all the time and feel like I’m not fully present for my team or my husband.”
- “I don’t have time to get all my marketing projects done and feel like there’s always more I can do.”
- “I tend to procrastinate on the most important things because they are hard and focus on the easy, task-oriented things...but then I just feel stressed all the time!”

COMMON OBJECTIONS

Why wouldn’t they buy your product / service?

9

- I don’t have time to watch or read another thing.
- I don’t think anyone actually understands how I feel.



PERSONA NAME

Sample Holly

SECTION 4: HOW?

MARKETING MESSAGING

How should you describe your solution to your persona?

10

- How To Be The Young Leader You Want To Be

ELEVATOR PITCH

Sell your persona on your solution!

11

- We give you step by step coaching through our leadership curriculum created by leaders who have been in your shoes, growing an organization for the first time.



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