# Audience Persona Worksheet

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#### Name:



demographics

Age:

Gender:

Location:

**Education Level:** 

Income:

background

What has influenced them? Job? Family? Hobbies?

communication style

How do they prefer to interact with brands?

values

What is important to them?

interests	+	goals
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What inspires them? What do they want most?

## challenges

What is keeping them from their goals?

#### solutions

How can you help them overcome their challenges?

profile

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#### quotes

from your audience about their goals and challenges.

### common objections

Why wouldn't they use your solution?

## elevator pitch

How can you describe your products or services in a way that is meaningful to them?

#### potential partners

Who can help me reach this audience?

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