

MAKE YOUR MARKETING RELEVANT

Ideal Persona Worksheet

Answer these questions to help develop
a clear picture of the ideal client.

Persona Name

Personal

Location

Age

Income

Education

Marital Status

Children

Business

Business

Industry

Job Title

Org Size

Primary Need

What problems are they trying to solve?

Where do they get their information?

Books

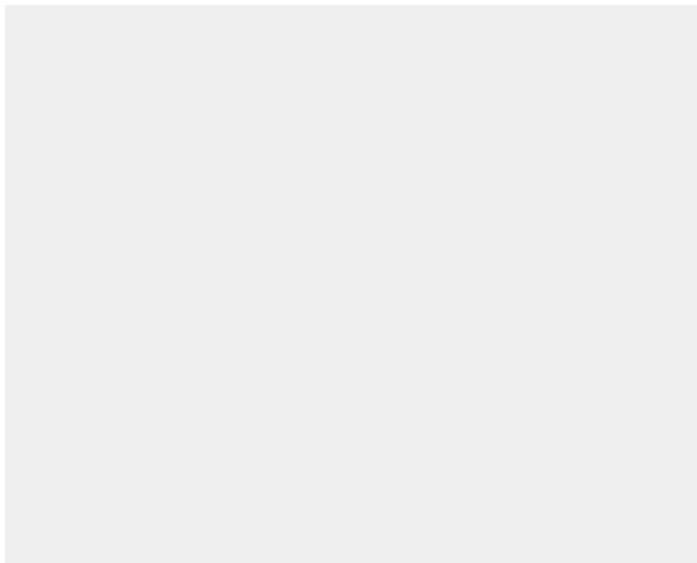
Websites

Social Media

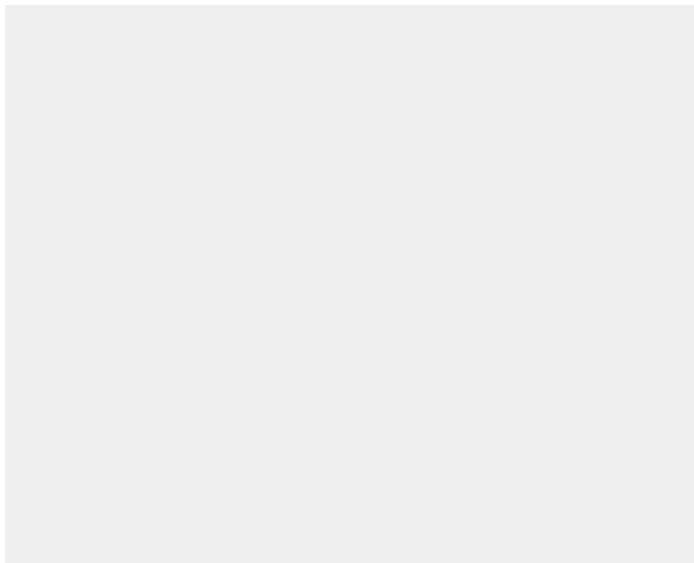
Conferences

Magazines

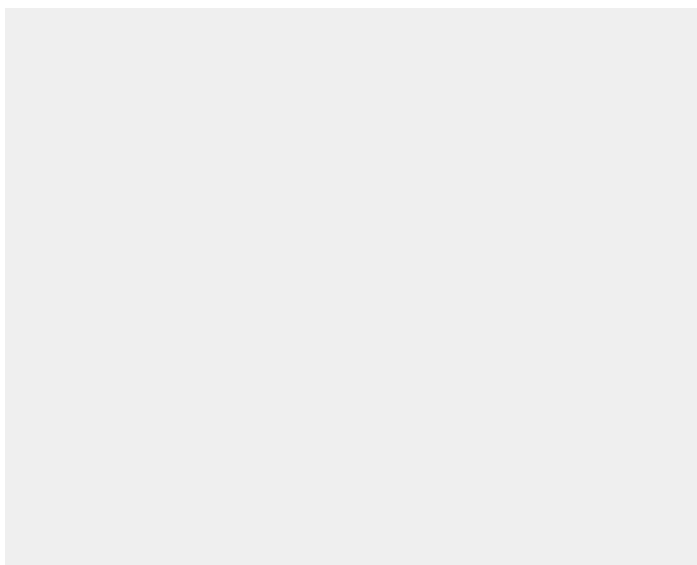
What attitudes, thoughts, and behaviors help you identify them?



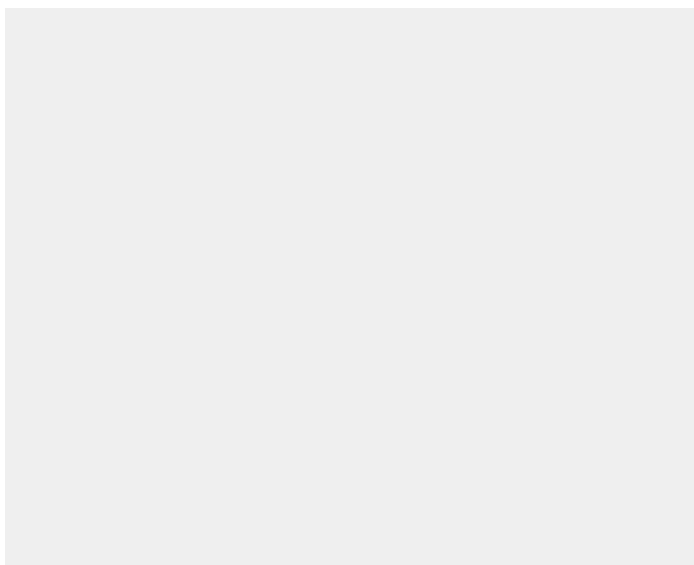
What roadblocks do they have as it relates to what you do?
(ie. What types of objections?)



What questions do they have as it relates to what you do?



What results are they looking for?



Additional Notes:

