PERSONA DEVELOPMENT TEMPLATE

Persona name:
_____

Persona photo:

Persona snapshot:

Job title/role:
Age range:
Location:
Education level:
Marital/family status:

Persona background/story:

Describe their career path, relevant info, etc.

Key values/movations:

What matters to them? What motivates them?

Buying/Enrollment triggers:

Events? Timing? Decision factors?

Goals and challenges:

PRIMARY GOALS

BIGGEST CHALLENGES/PAIN POINTS

Behaviors/Preferences:

Preferred comms

☐ Email
☐ Social
☐ Phone call
☐ Text message
☐ Web
☐ In-person
☐ Other

Information sources

☐ Social media
　☐ META
　☐ X/Bluesky
　☐ Reddit
　☐ Other
☐ Google search
☐ Friends/family
☐ Colleagues
☐ Industry news
☐ Other

Messaging hooks:

KEY MESSAGES THAT RESONATE

OBJECTIONS TO OVERCOME