

Crafting Personas: Worksheet

START BROAD: TARGET AUDIENCE

GET SPECIFIC: LIST 3 TOP SEGMENTS

- 1.
- 2.
- 3.



{CHOOSE ONE}

WHAT MOTIVATES THEM?

WHAT ARE THEIR OBSTACLES?



WHERE DO THEY SPEND THEIR TIME AND HOW WILL YOU REACH THEM?

WHAT ARE THE TOP 3 QUESTIONS THEY ASK?

- 1.
- 2.
- 3.



CONTENT BRAINSTORM