Audience Persona Template

**Biography**

Name:

Workplace:

Job Description:

**Demographics**

Age:

Gender:

Income Level:

Level of Education:

Location:

 Rural

 Suburban

 Urban

**Hobbies & Interests**

Hobby 1:

Hobby 2:

Interest 1:

Interest 2:

**Challenges & Goals**

Describe:

**Personal Summary**

How would your target customer or audience describe themselves?

**Values & Fears**

What your audience expects from your service:

Common concerns that prevent them from converting:

**Favorite Blogs & News Sources**

List 5-10 popular sources for your demographic:

**Customer Quote**

Add a real quote from a real customer that your persona might say:

*Template created by CoSchedule*