

# PERSONA WORKSHEET

ADAM WARD - RAINE DIGITAL

## WHAT IS A PERSONA?

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A marketing persona is a semi-fictional, generalized representation of your ideal customer. Personas embody the trends of your existing customer base, including demographics, goals, attitudes, and behaviors.

Personas must be created from data collected on your existing customers because inaccurate personas lead to false understandings of your end user.

## HOW TO USE PERSONAS

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1. Use data collected via observations, interviews, analytics, etc.
2. Segment your existing customers into smaller groups using trends.
3. Identify your user's motivations and aspirations.  
Tip: Each persona should have three to four.
4. Don't use stereotypes.
5. Avoid fringe characteristics.
6. Build a customer journey to follow your persona.

## WHY USE PERSONAS?

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- Establish empathy for your users by reducing self-reference
- Provide a tool to gain insight into your users' perspectives, experiences, and desires
- Create a relevant marketing strategy to reach your target audience
- Help secure buy-ins from potential stakeholders

## BUILD YOUR BRAND'S MARKETING PERSONA

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1. What is your ideal user's:

Age? Occupation? Gender? Income? Education? Location?

2. Is your ideal user an introvert or an extrovert?

3. How does your ideal user spend their free time?

4. How often does your ideal user travel? To where?

5. Which brands does your ideal user shop?

6. What luxury goods does your ideal user own?

7. On a scale from 1 to 10, how skilled with technology is your ideal user?

8. What apps are on your ideal user's phone?

9. In hours per week, how active is your ideal user on social media? What platforms?

10. What are three life goals your ideal user wants to achieve?

11. What motivates your ideal user? (Circle all that apply)

Incentives Fear Growth Achievement Power Social

12. What frustrates your ideal user?