



User Persona Template



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How to Use This Template



This template has been designed to help you build the ultimate in-depth profile of your target customer



Use it to fill out as much information as possible about them as a person, as well as their needs and frustrations



Understanding what they want and what is preventing them from getting it will help you craft messages that appeal directly to them



Think about the problems they want you to solve, not the products or services you want to sell them



Some of the details may seem irrelevant or overly complex, but this will help you understand the psychology and motivations of your ideal customer



Once you know who they are and what they want, creating marketing that genuinely appeals to them becomes much simpler

USER PERSONA DEVELOPMENT TEMPLATE

NAME

*Give your prospect a name
Add a photo*

DEMOGRAPHICS

*Age
Gender
Job Title
Income
Education
Marital Status / Children
Property Ownership
What papers do they read? (e.g. Guardian/Sun)
Which TV/radio stations do they prefer?*

GOALS & OBJECTIVES

What do they want/need to achieve?

Example:

- Raise brand awareness*
- Establish position of authority for CEO*
- Drive qualified website traffic*
- Generate leads via content downloads*

CHALLENGES

What prevents them achieving their goals & objectives?

OPPORTUNITY

How does your product or service help them achieve their goals & objectives?

OBJECTIONS

Reasons why they wouldn't buy your product or service

OTHER BRANDS

Which brands or companies does your prospect feel a strong affinity for?

PLATFORMS

Which social media platforms does your prospect use?

COMPETITORS

*Who else is targeting your ideal prospect?
How do they differ from you?*

YOUR USPs

*What sets you apart from your competitors?
Why would your prospect choose you over a competitor?*

KEY MARKETING MESSAGES

Based on the information in the persona, what marketing messages will make them feel positive towards your business and your product/service?

OTHER INFORMATION

Any additional details which are relevant to your ideal buyer