

# Audience Persona

## Method: 'Audience Insights Persona' Worksheet



This worksheet provides a foundational framework for understanding your audience through key demographic, psychographic, and behavioural insights.

By building a holistic view of their goals, needs, and challenges, you can align your brand messaging, campaigns, and services to resonate effectively.

### Purpose of this Worksheet

Building a clear audience persona helps you identify and understand the people who matter most to your brand.

By defining their goals, behaviours, and preferences, you can:

- Segment your audience into meaningful groups for targeted messaging.
- Design campaigns that resonate with their needs and motivations.
- Make informed, strategic decisions to create impactful and lasting connections.

**Psychographics** refers to the study of consumers based on psychological characteristics and traits such as values, desires, goals, interests, and lifestyle choices. It helps in understanding the 'why' behind consumer behaviours, providing insights into their motivations and preferences.

### Demographics

Name: \_\_\_\_\_

Age: \_\_\_\_\_

Location: \_\_\_\_\_

### Psychographics

Background: \_\_\_\_\_

\_\_\_\_\_

Comm Preferences: \_\_\_\_\_

\_\_\_\_\_

Key Influencers: \_\_\_\_\_

\_\_\_\_\_

Preferred Communication Channels: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Demographics** involve the statistical data about a population, particularly those characteristics that are quantifiable such as age, gender, income level, education, and occupation. This data is used to categorise groups within a population, aiding in identifying and targeting specific audiences.

### Psycho... con't

Engagement History: \_\_\_\_\_

\_\_\_\_\_

### Needs & Challenges

Goals & Motivations: \_\_\_\_\_

\_\_\_\_\_

Pain Points: \_\_\_\_\_

\_\_\_\_\_

Barriers to Engagement: \_\_\_\_\_

\_\_\_\_\_

Expectations: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_