

Target Persona Form



Target Demographic Information

Age	Gender
Marital/Family Status	
Location	
Job Status	
Occupation	
Income	
Education Level	

Target Psychographic Information

Goals	Primary (eg to be a good mother)
	Secondary (eg to be seen as a good mother)
Challenges & Opportunities	What are their pain points or frustrations?

Target Psychographic Information (cont)

Challenges & Opportunities

What interests them?

What can we do to help them?

Media

TV Shows

Radio Station

Social Media

Magazines/Newspapers

Key Drivers

Who influences them?

Who do they look to for expert information?

Objections

Why they may not buy your product/service?
