SiteLogic

# Persona Worksheet

add your own picture!

Persona Type .....

Name .....

Age .....

Location .....

Job Title .....

## Background

Who is this person?

## Demographics

Age, Income, Education, Tendencies

## Motivation

Why would they come to your website? List 5 reasons

What problems do they need to solve?

## Uniques

Details unique to this person, position, responsibility.

## Goals

What does your prospect need to accomplish? What is your customer's goal?

## Conversations

Quotes and objections raised by "real" customers (interviews, comments, reviews, emails)

## Message

How does our message meet their needs? Is it simple, repeatable and easy to share?