**Target Audience / Persona Profile**



**Persona Name:**

*A persona is a detailed description of your ideal customer, and helps focus your marketing strategy and communications.*

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|  |  |
| --- | --- |
| **What are their challenges/issues/needs?** | **Your Solutions/Key messages:**  |
| 1. X
2. X
3. X
4. X
5. X
6. X
7. x
 | 1. x
2. x
3. x
4. x
5. x
6. x
7. x
 |
| **Your Goals and Desired Actions for Persona** | **Required tactics, content and functionality** |
| 1. X
2. X
3. X
4. X

 |  (Completed by Muller Design) |
| **How would your persona describe themselves?** Answer Here**What is your persona’s job/role and level of seniority?** Answer Here**What does your persona value most? What are they trying to accomplish, achieve, or are working towards?** Answer Here**What is their demographic information? Age range? Income range? Education level?** Answer Here**What are common objections to your products or services?** Answer Here**What’s the best way to communicate with this persona**? Answer  | **What experience are they looking for when seeking out your products or services?** Answer Here**What does a day in their life look like?** Answer Here**Where do they go for information?** Answer Here**What are some of the keyword phrases they would use in Google to find solutions to their problems?** Answer here |

**Positioning Questions:**

**Why should a prospect choose you rather than a competitor? (WIIFM)**

* X
* X
* x

**What’s the biggest issue/problem you help resolve?**

Answer Here