

THE
Audience Persona
TEMPLATE

In order to build a successful brand, it needs to be a reflection of you, and resonate with your ideal audience. This template contains all of the tools you need to help you further define your brand strategy!

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01 Overview

It's likely you arrived here by way of the **Brand Strategy Workbook**, and this already sounds familiar. If so, great! You're well on your way to defining your ideal audience using the tools in this template.

A well-defined persona personalizes your target market so you can craft messaging that clearly identifies their pain points, demonstrates empathy and understanding, and communicates your strategies and solutions.

Since different groups of people may buy your products for different reasons, you might need to create more than one persona. You can't get to know every audience or prospect individually. But you can create an audience persona to represent each segment of your target market. Remember: if you're marketing to everybody, you're selling to nobody.



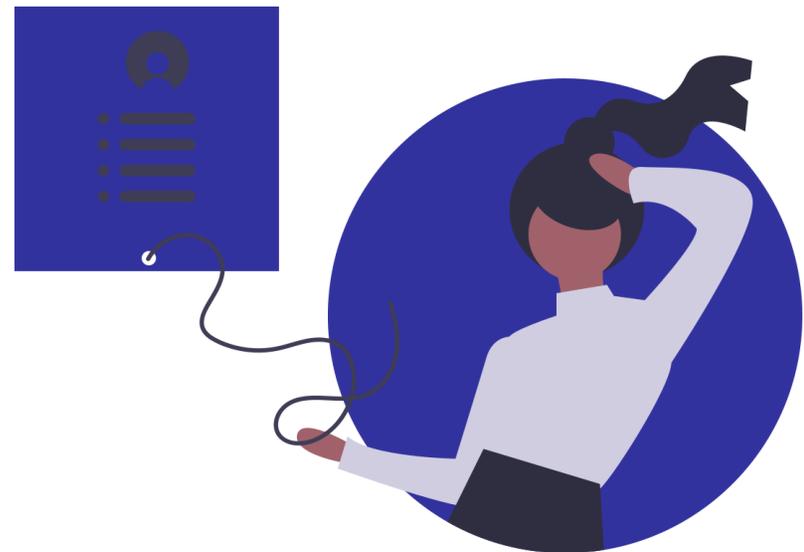
02 Instructions

Get into brainstorming mode!

Work through each section and profile your 'ideal audience', then write their story to bring your audience persona(s) to life.

If you're in a B2B industry, this means the person who is the primary buyer in your ideal audience's business. Your 'ideal audience' is the one you would do business with EVERY time if you could. They should be a good fit for your business—the one you've designed your service and systems to fit.

Don't be afraid of targeting a specific person, it doesn't mean others won't buy. You're much more likely to attract your ideal audience when you're connecting with them on their level.



03 Demographics

Who is your ideal audience?
What are the key characteristics that define them?

Fill out your responses to each of the persona data in the table, being specific about how these may differ from each other (if you have more than one).

Audience Data	Audience Persona 1	Audience Persona 2	Audience Persona 3
Gender			
Age			
Location			
Income / spending patterns			
Occupation or life situation			
Type of Business or Industry			
Hobbies / interests			
Preferred social media platform			

04 Personality

What sort of person are they?
What values do they hold that
may be similar to your brand?

**Fill out your responses to each
of the audience personality
traits in the table, thinking
about how these might affect
your brand's tone of voice and
messaging.**

Personality trait	Audience Persona 1	Audience Persona 2	Audience Persona 3
How would you describe their personality?			
What do they like?			
What do they dislike?			
Are they technical or creative?			
Are they analytical or intuitive?			
Communication preferences (email, verbal, text, etc.)?			
Do they seek guidance, or prefer their own research?			

05 Education

What do they know? How far along are they in the buying journey? Have they narrowed down their options yet?

Here's where you come in!

This part of the template is a little more granular in terms of specific personas. In this instance, think of the audience's buying journey as a whole and how it might affect one or all of your ideal audiences.

Buying Journey	Audience Persona 1	Audience Persona 2	Audience Persona 3
Have they heard of your brand before?			
How much do they know about your type of product/service?			
Are they aware of their problem (that you are solving)?			
Do they use a competitor's product / service?			
What do they know about your industry?			
Where do they get their info from?			
Which websites or publications do they read?			

Psyche

Here is where we dig into what they think and believe. What motivates them to seek out your brand?

Keeping in mind the audience's main objectives and goals for interacting with your specific product / service, think about some of the ways this might inform how they may purchase decisions.

Buying Journey	Audience Persona 1	Audience Persona 2	Audience Persona 3
Objectives / Goals - What do they want to achieve?			
Problems - What problems or pain points are they trying to solve?			
Opinions / beliefs - What do they think about your product or service, or the industry in general?			
Fears - What risks are they trying to avoid?			

07 Buying Behavior

What do they think and believe about the buying process?

Take some time to list all of your insights in regards to how your ideal audience travels along the buying journey. This will be especially helpful for building out your sales and marketing funnel later on.

Buying Journey	Audience Persona 1	Audience Persona 2	Audience Persona 3
How / when do they usually buy?			
Where / how do they research?			
How do they make purchasing decisions?			
What is their role in the purchasing decision?			
What triggers them to make a purchase?			
What would happen if they didn't buy?			
Any roadblocks that prevent them from buying?			

Audience Story

Now you're ready to write their story!

Feel free to use this example audience story as a guide to creating your own persona stories.



Rachel Ruby
Small Business Owner

Rachel owns her own accounting consultancy providing services to local businesses. She is ambitious and is looking for ways to grow her business, but dislikes hard selling, and prefers to get her business through word of mouth.

She would like to minimize marketing spend and improve sales conversions. She wants to attract and retain a loyal group of audiences that will deliver 80% of her revenue. For her business, long-term relationships offer more value to both parties. She has tried Facebook ads but didn't have much success. She advertises on some local directories, but fears that her leads will drop if she changes anything.

She doesn't have any experience in marketing but prefers to try to do it herself where possible. She enjoys online courses that are short and action-based. She reads about business strategy on blogs and online media like LinkedIn, mostly in the evenings and weekends. Because she works for herself, she is able to make quick purchasing decisions.



HEY THERE! I'M

Bernadette.

FOUNDER + CREATIVE DIRECTOR, SWATCH JUNKIE CREATIVE LLC

Did you find this guide helpful? I sure hope so! If you'd like more guidance on creating a successful brand identity, you can find more free resources and tips on my website, at swatchjunkie.com.

