

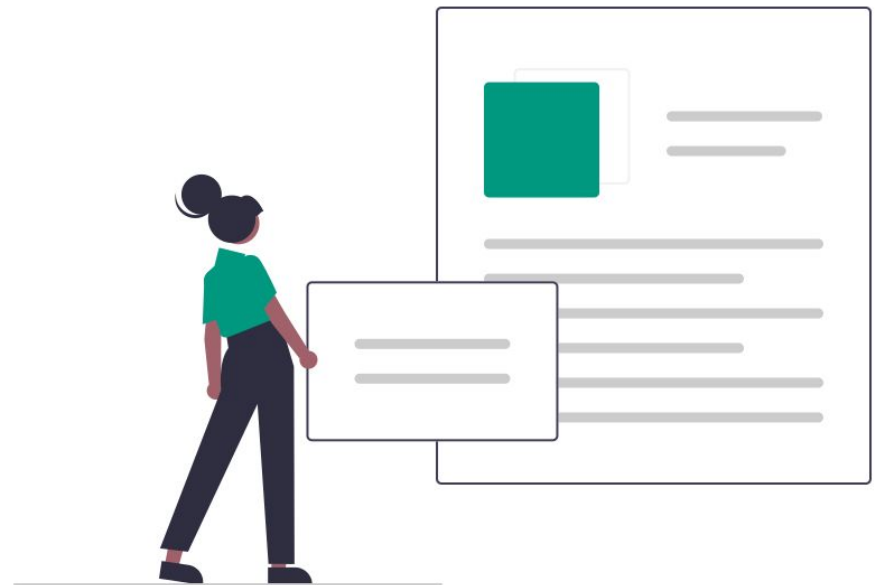
Audience Personas & Insights Worksheet

A Tool for Establishing Your Audience



How to use this tool:

The following worksheets will help you to decide who you are persuading, the scale of your reach, what your audience persona is, respectively. It is important not to build your audience persona based on assumptions, but to leverage existing research or your own research to avoid bias and ensure your personas are accurate.

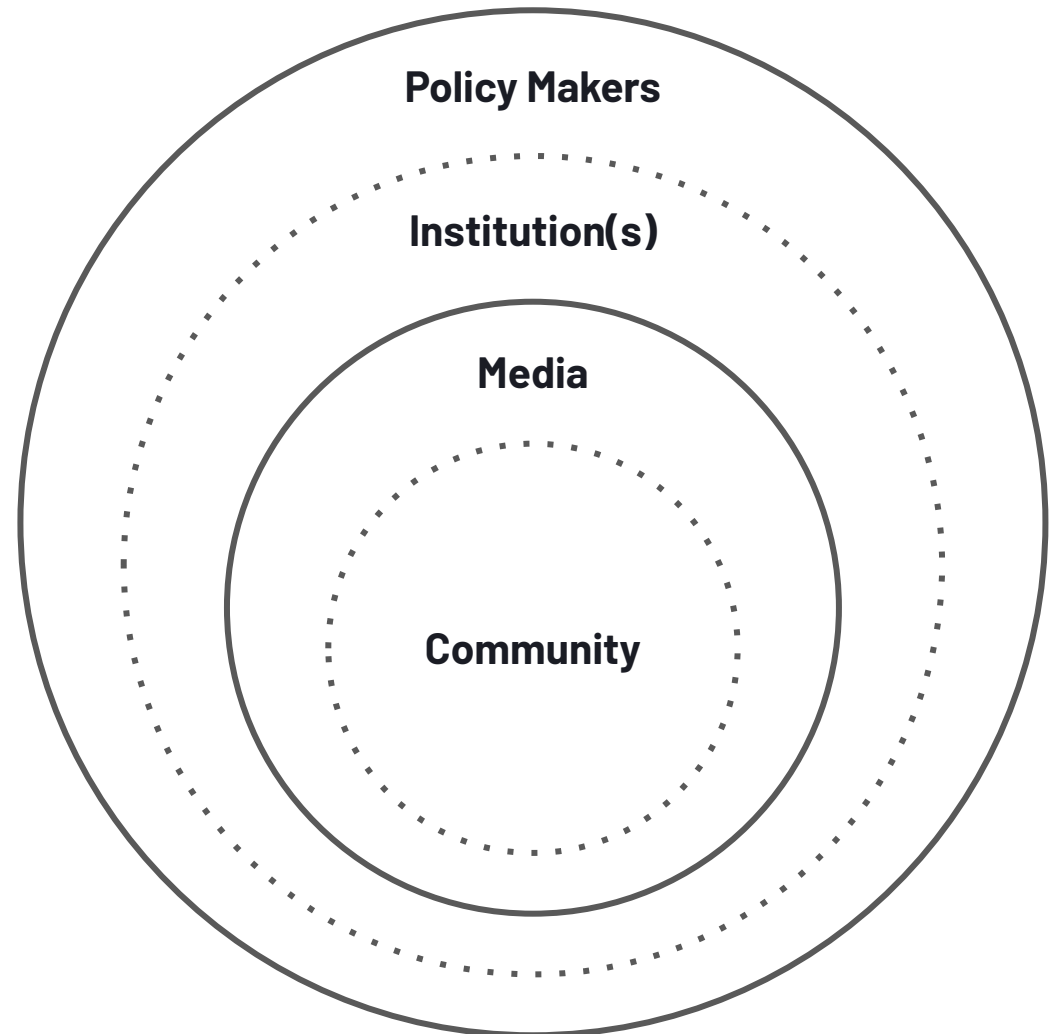




Who are you persuading?

Make an X in one of the spaces below to indicate who you are seeking to persuade with your work

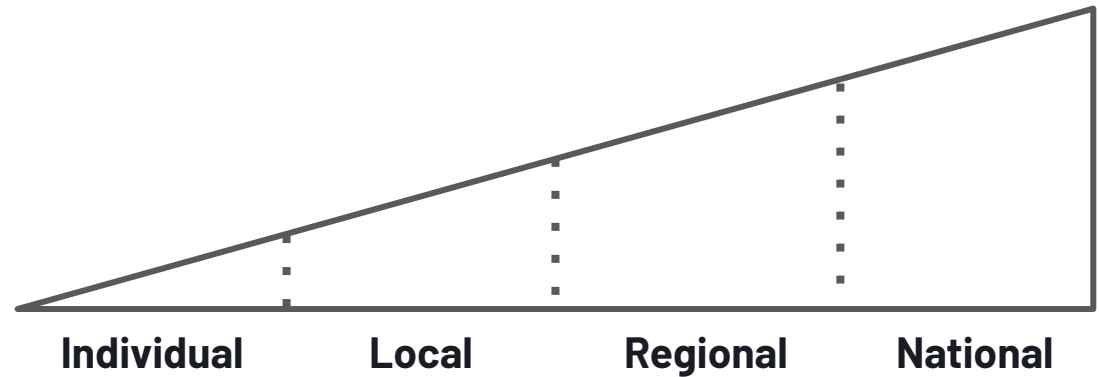
NOTE: Deciding who you are trying to reach will help to inform how you might frame and distribute your message. When selecting an audience segment, remember to keep in mind who has power and incentive to act.





What is the scale of your reach?

Make an X in one of the spaces below to indicate the size of the audience you're hoping to reach



NOTE: Your goals around reach should help to inform your final product and distribution channel(s). It's important that your distribution plan match the scale of your ambition.



Audience Persona

Name & Pronouns:

Add their name and pronouns here

Profession:

Add their profession here

Age:

Add their age here

Personal Background:

Add important details such as where they live, their education, family, creed, etc

01 Interests:

- What do they spend their time on?
- What are they passionate about?
- What do they read, watch, listen to?

02 Powers:

- What resources do they control?
- Who do they have influence over?
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03 Needs

- What do they need in their life, in their work?
- What is essential for them, what do they require?
- What's missing?

04 Behaviors:

- What are their:
 - Routines
 - Hobbies
 - Spending patterns
 - Favorite brands

05 Values:

- What carries meaning for them?
- What's their moral compass?
- What makes them satisfied, frustrated?
- What do they want for the world?

06 Aspirations:

- What kind of person do they want to be?
- Life dreams?
- Heroes? Role models?



Audience Persona

Name & Pronouns:

Profession:

Age:

Personal Background:

01 Interests:

02 Powers:

03 Needs

04 Behaviors:

05 Values:

06 Aspirations:



What is your audience's campaign journey?

How might we leverage what we know about 'our' audience to engage them in this project?



What does your audience think about the issue you are addressing in your work before encountering your project?

Share your audience's thoughts here.

How does your audience encounter this campaign?

Share the channel(s) in which your audience experiences your project here. Think through the entire journey including where or when they encounter the work as well as if they encounter the work at multiple stages/channels.

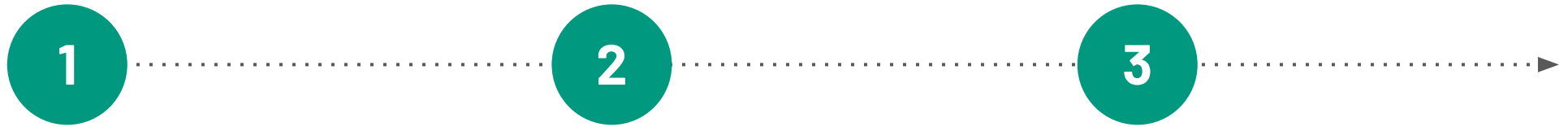
How does your audience feel about the issue you are addressing in your work after engaging with your project?

Share your audience's feelings here.



What is your audience's campaign journey?

How might we leverage what we know about 'our' audience to engage them in this project?



What does your audience think about the issue you are addressing in your work before encountering your project?

How does your audience encounter this campaign?

How does your audience feel about the issue you are addressing in your work after engaging with your project?
