

CUSTOMER PERSONAS



	Persona 1	Persona 2	Persona 3
Name (Name this person appropriately so that your team can reference it in future conversations.)			
Age			
Sex			
Relationship Status			
Job Title			
Location			
Salary			
Budget			

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	Persona 1	Persona 2	Persona 3
Enemies Who are they bothered or threatened by professionally (ie, younger, more tech-savvy employees.)			
Heroes Who do they look up to in their profession, industry, or life?			
Work Goals What do they want to achieve for their company and for themselves?			
Approval Who gives them recognition at work?			
What are their favorite social media channels?			

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	Persona 1	Persona 2	Persona 3
Favorite Drink			
Favorite Music/Podcasts			
Favorite Shows			
Favorite Books			
Fashion Brands			
Transportation			
Interests/Hobbies			
News/Websites			

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	Persona 1	Persona 2	Persona 3
Mentality What do they secretly want? What are they looking for? How do they want to be perceived?			
Pain Points What persistent obstacles/ challenges do they face?			
How would they hear about your podcast?			
How does your podcast solve their problem?			
What might make them hesitant to listen?			