

Persona Analysis

Objective: In order to create a consistent brand voice, we create a persona, or 'character' who we will be writing to in all digital materials. You want your persona to be a version of your ideal client. Get as detailed as you possibly can!

Name: _____

Hobbies: _____

Age: _____

Family: _____

Motivations: _____

Career: _____

Income: _____

Fears: _____

How will your product or service improve or help their life?

What methods of communication do they prefer? Are you present on these channels?
