Visitor/Prospect Persona Template  Format example:

**Biography of Persona**

Name:

Workplace:

Job Description:

Hrs/Wk:

Family: marital status:

Children:

Education:

**Demographics**

Age:

Gender:

Income Level:

Previous Level of Education:

Location:

 Rents or Owns home

 Commutes from more than 25 min to work

 Rural/Suburban/Urban

**Hobbies & Interests**

Hobby 1:

Hobby 2:

Interest 1:

Interest 2:

**Challenges & Goals (as relates to our products/services):**

Describe Challenges:

Describe Goals:

**Personal Summary**

How would your target audience describe themselves?

**Values & Fears**

What your audience expects from your service:

Common motivators than encourage them to convert (visiting, subscribing, enrolling, buying, etc):

Common concerns that prevent them from converting (visiting, subscribing, enrolling, buying, etc)::

**Favorite Blogs, News Sources, Social Media**

List 5-10 popular sources for your demographic:

**Customer Quote**

Add a real quote from a real customer that your persona might say: