

# Personas Template

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**Recognize your audiences to  
comprehend how your brand can  
cater to their distinct needs.**

For more instructions on how to use this template, see our [How to Create Marketing Personas](#) blog article.



**Persona 1****Persona 2****Persona 3**

	<b>Persona 1</b>	<b>Persona 2</b>	<b>Persona 3</b>
<b>Name</b>			
<b>Age</b> (if applicable)			
<b>Gender</b> (if applicable)			
<b>Job title</b> (if applicable)			
<b>Channels</b> (where you can connect with them)			
<b>Goals</b> (what they want)	1.  2.  3.	1.  2.  3.	1.  2.  3.
<b>Pain points</b> (the barriers to what they want)			
<b>How your product/service helps solve problems</b> (the messages you want your content to convey)			



Still need help to figure it all out?  
Reach out. We'd love to help you bring your brand to life.