



TARGET AUDIENCE PERSONA WORKSHEET



BACKGROUND

Job Title:

Industry:

Experience Level:

Team:

Reports To:

SOURCES FOR INFO

Favorite Blogs/Publications:

Social Networks/Associations:

How do they like to receive info?

JOB ROLE

Responsibilities:

Tools/Resources Needed:

Sources of Pain/Frustration:

How is their success measured?

PUT POM ON IT!

pomagency.com/jumpstart