

Lifestyle/Mindset Identifying Quote >



Background/ Demographics >

Age range

- ☐ Gen Z
- ☐ Millennial
- ☐ Gen X
- ☐ Baby Boomer
- ☐ Elderly

Education completed

- ☐ High School
- ☐ Bachelors Degree
- ☐ Graduate School

Household income

- ☐ Low
- ☐ Lower-middle
- ☐ Upper-middle
- ☐ High

Marital status

Children

- ☐ Yes
- ☐ No

Occupation

Location (City/State)

Personality traits

Hobbies

Research & Engagement >

Favorite social media channels

Favorite blogs, podcasts, websites, publications

Favorite thought leaders/influencers

What do they find interesting on social media, blogs, websites and/or publications? Relating to their lifestyle/mindset identifying quote

What else is important to know about their media habits? Preferences, dislikes, memberships/subscriptions, etc.

Needs > What are the problems they are trying to solve with our service/product(s)?

Challenges > What do they find difficult, what is stopping them from meeting their needs?

How can we help? > How can our service/product(s) help them overcome their challenges or satisfy their needs?

Path to purchase > How would the persona find out about our product/service? What is involved in their purchase process?

Barriers to purchase >

Marketing messages > What messages would you use to attract/engage this persona?