

# Persona Worksheet

Instructions: This framework covers the fundamentals of building a well-rounded profile of your target persona. You won't have the time or the information to complete it today, but that's okay.

Fill in what comes to mind first and get through as many of the sections as you can.  
*Tip: Spend about 5 minutes each for Columns A–C, and only fill out Column D if you have time.*

**Name your persona:**

*(Larry Leader, P&L Paul)*

<b>A</b> <b>Core Persona Info</b>	<b>B</b> <b>Product / Persona Connection</b>	<b>C</b> <b>Buy Cycle Insights</b>	<b>D</b> <b>Segment-specific Insights</b>
What they think is important for you to know about them:	How they describe their decision-making role:	Education (Learning): <i>Process / people / tools they use</i>	Segment 1:  Stats:
Job titles:	Pain points:		Insights:
How they measure success:		Solution (Evaluating): <i>Process / people / tools they use</i>	Role of persona:
Top three initiatives:	Positive / negative perceptions about product category / your brand:		Segment 2:  Stats:
How they use the web / technology:	Relevant proof points about you:	Selection (Deciding): <i>Process / people / tools they use</i>	Insights:
			Role of persona: