



Business Direction Tutorial Resources: **PERSONA ME**

Customer Persona Template

A detailed customer persona is key when writing your marketing strategy. Use the **PERSONA ME** Template to do this, by defining:

- Personal Information
- Experience and education
- Responsibilities
- Sources of information
- Objectives and challenges
- Negatives, frustrations and problems
- A day in the life – Routine
- Messaging delivery
- Elevator Pitch

PERSONAL		
Name		Insert image here
Age		
Gender		
Location		
Occupation		
Salary		
Family		

EXPERIENCE AND EDUCATION

Level of education, key experiences, position in society

RESPONSIBILITIES

Roles and responsibilities in business/family/hobbies

SOURCES

Where they get information from (digital and non-digital channels)?

OBJECTIVES AND CHALLENGESWhat do they want to achieve?
What stops them from doing this?**NEGATIVES (FRUSTRATIONS)**What problems do they have?
How can you solve them?

A DAY IN THE LIFE

Important parts of their daily routine, key traits and behaviours

MESSAGING

How best to deliver your message to them?

ELEVATOR PITCH (THIS SHOULD BE SHORT AND SUCCINCT)

What can you do for your customer?