

Persona Planning Worksheet

Before we start any ad, we at Rêveur love planning & brainstorming who believe our ideal persona/customers are. Here is a worksheet/print out we created to help you get started.

WHO ARE THEY/DEMOGRAPHICS

AGE:

EDUCATION:

GENDER:

WHERE ARE THEY:
(LOCATION/POSTAL CODES/ REGIONS?)

OTHERS DEMOS COULD BE OCCUPATION?, SALARY?, MOMS?, FAMILY? :

BEHAVIOURS/CHARACTERISTICS/LIFESTYLE

EX. ONLINE SHOPPERS? FREQUENT SOCIAL MEDIA USER, FREQUENT TRAVELLER?

INTERESTS&VALUES

WHAT MIGHT THEY ALSO LIKE? (FOODIES, HEALTH & WELLNESS...)

WHAT VALUE DOES OUR PRODUCT OR SERVICE OFFER THEM?

WHERE WILL YOU FIND THEM?

SOCIAL MEDIA PLATFORMS:

OTHER WEBSITES &
PUBLICATIONS: