

# THE AUDIENCE PERSONA TOOLKIT



**Name:** Sarah

**Age:** 29

**Job:** Receptionist

**Family:** Single

**Location:** Vancouver, Canada

## PERSONALITY TRAITS

Hardworking

Outgoing

Honest

Kind

## BIOGRAPHY

Sarah is 29, a receptionist from Vancouver. She works full-time at a dental office and loves her job. But she would like to start her own virtual assistant (VA) business.

## GOALS

Start her own VA business

To work from home

Have control over her time

Become financially stable

## CHALLENGES

She doesn't know how to start

She has to find clients

She has limited time to invest

She has a limited budget

## PEOPLE/WEBSITES

Bustle

Refinery29

Forbes

Bloglovin.com

## SOCIAL CHANNELS

Facebook

Instagram

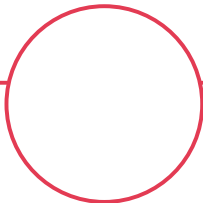

Pinterest

YouTube

Now it's time to write  
your audience persona!



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|---|--|--|
| <div data-bbox="237 510 440 712"></div> <p><b>Name:</b> <input type="text"/></p> <p><b>Age:</b> <input type="text"/></p> <p><b>Job:</b> <input type="text"/></p> <p><b>Family:</b> <input type="text"/></p> <p><b>Location:</b> <input type="text"/></p> | <p><b>PERSONALITY TRAITS</b></p> <input type="text"/><br><input type="text"/><br><input type="text"/><br><input type="text"/>              | <p><b>BIOGRAPHY</b></p> <hr/><br><br>  |
| <p><b>GOALS</b></p> <input type="text"/><br><input type="text"/><br><input type="text"/><br><input type="text"/>  | <p><b>CHALLENGES</b></p> <input type="text"/><br><input type="text"/><br><input type="text"/><br><input type="text"/>                      | <p><b>PEOPLE/WEBSITES</b></p> <input type="text"/><br><input type="text"/><br><input type="text"/><br><input type="text"/> |
| <p><b>SOCIAL CHANNELS</b></p> <input type="text"/><br><input type="text"/><br><input type="text"/><br><input type="text"/>  | <p>Now it's time to write your audience persona! </p> |  |