

# Build Your Persona

Name your persona:

Age:

## Personal

Family:

Location:

Defining attributes:

**Hobbies:**

**What does a day in the life of your persona look like?**

**What brands resonate with your persona?**

**What influences your persona to buy? ie. ads, referrals, word of mouth**

**What does your persona spend their income on?**

**Career/professional**

Annual income:

Level of education:

Do they work? If so, what industry do they work in?

What is their job title?

**Personal motivations**

What are their goals/objectives?

How about their biggest challenges?

## Communication

How do they get information?

If applicable, what social media platforms are they on?

## Your role

What problem can you help your persona solve?

How can you help your persona solve this problem?

Creating the perfect persona can be challenging. But with the help of our entrepreneur strategists it can be a lot easier.

For more information, about personas (and other business tips) check out our [\*\*ATB Entrepreneur's Guide to Starting and Growing a Business.\*\*](#)