**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:**

* **P**ersonal Information
* **E**xperience and education
* **R**esponsibilities
* **S**ources of information
* **O**bjectives and challenges
* **N**egatives, frustrations and problems
* **A** day in the life – Routine
* **M**essaging delivery
* **E**levator Pitch

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| **Personal** | | |
| Name |  | **C:\Users\michael.reid\Desktop\female-silhouette.png** |
| Age |  |
| Gender |  |
| Location |  |
| Occupation |  |
| Salary |  |
| Family |  |

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| **Experience and Education**  ***Level of education, key experiences, position in society*** |
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| **Responsibilities**  ***Roles and responsibilities in business/family/hobbies*** |
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| **Sources**  ***Where they get information from (digital and non-digital channels)?*** |
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| **Objectives and Challenges**  ***What do they want to achieve? What stops them from doing this?*** | **Negatives (*frustrations)***  ***What problems do they have?***  ***How can you solve them?*** |
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| **A Day in the Life**  ***Important parts of their daily routine, key traits and behaviours*** |
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| **Messaging**  ***How best to deliver your message to them*** | |
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| **Elevator Pitch (this should be short and succinct)**  ***What can you do for your customer?*** |
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