



AUDIENCE PERSONA WORKSHEET

CLEARLY DEFINE WHO YOU'RE
WORKING TO REACH

About this Worksheet

In order to create an outreach plan that resonates with your members, supporters, donors or prospects, we need to design our ideal audience persona. An audience persona is your “perfect” member. The EXACT person you’re trying to reach.

It’s tough to narrow this down, because we want to reach EVERYBODY, right? But in the communications world, when we try to appeal to everybody, we end up appealing to NOBODY. Womp womp.

That’s why it’s important to get as specific as we can about our audience. Complete this worksheet with that in mind. When there’s an either/or question, pick one or the other. If a range is asked for, keep it narrow. If it’s open-ended, get detailed!

Demographics

- Male Female
- Age _____
- Single Married
- No Kids Kids If Kids, Ages: _____
- Occupation: _____
- Household Income: _____
- Education Level: High School College Graduate Post-Grad
- Where do they live? _____
- What languages do they speak? _____

Values + Beliefs

10. What are their values?

11. What are their core beliefs?

12. What are they struggling with right now?

13. What are the top 3 reasons they're looking for you?

14. Anything else to share?



About Twelve Two Creative

Hi! We're Nick & Alli Pappathopoulos. We're two Jesus-loving former corporate marketing & communications pros who love clear plans, beautiful design and finding the perfect words to tie it all together. And also tacos...and brisket if your name is Nick.

After 10+ years of corporate marketing experience, and becoming a mom, Alli knew she wanted to continue working, but it had to be different. An hour commute each way, plus long, hectic work days left little time for family life, so in 2015 we added "started a business" to our list of major life changes and Twelve Two Creative was born.

We've both been blessed in our careers to specialize in both in strategy and creative development. Wondering how that actually benefits you? We're the planners and the creators - the ones who develop the strategy and build the tools to get you there. We'd love to learn more about your next project, and how we can use our experience to your benefit.

Start your project today at twelvetwocreative.com/contact

*Totally accurate picture of our life. Everyday. (That's a joke. It's much stickier, but our babies are just as cute.)