



AUDIENCE PERSONA WORKSHEET

A Thumbnail Sketch of Your Audience Persona

CHOOSE YOUR AUDIENCE

Who are they as people? Describe them.

RESEARCH THEIR VIABILITY

How many are there? How many do you need? Should you widen out? Should you become more niche?

WHAT ARE SOME OF THE JTBD

What would be some of the jobs-to-be-done for this audience?

HOW MUCH VALUE

If you met 100% of your objectives, what would the value be? For example, if your audiences crossed and gave you 100 new customers per year, what's that value? Is that enough?