

iMarketer Client Persona Worksheet

Before you try to chisel out who your client's clients should be, it's time to turn the spotlight on **your** clients. First things first! And then the show can go on.

(Feel free to give your client personas fun names - we do what we want around here, remember?!)

CLIENT PERSONA 1

- Demographics (age range, family, income, education level)
- Business and industry
- Pains and needs
- Strengths/Non-strengths
- Influencers
- Media sources
- Anything you should know about your client that will help you connect, communicate and resonate (***Like the type of car they drive or their Starbucks order... it screams volumes about the person behind the wheel/cup.***)

CLIENT PERSONA 2

- Demographics (age range, family, income, education level)
- Business and industry
- Pains and needs
- Strengths/Non-strengths
- Influencers
- Media sources
- Anything you should know about your client that will help you connect, communicate and resonate

CLIENT PERSONA 3

- Demographics (age range, family, income, education level)
- Business and industry
- Pains and needs
- Strengths/Non-strengths
- Influencers
- Media sources
- Anything you should know about your client that will help you connect, communicate and resonate