

# Creating Personas

## How well do you know the people you want to serve?

The following worksheets will help you begin to answer questions about them. You'll need to begin by making some assumptions that can lead you into a deeper understanding of what you don't understand. Then you can go deeper into those assumptions. Is there data that supports your thoughts? Can you talk to actual people to dig deeper and test them?

Understanding how your customers feel and what they truly need will help you create products, services, and messages that they actually need and want in their lives.

## The Deep Dive:

What makes your customer tick? Who and What makes them happy? What frustrations do they have?

Use the prompts on this sheet as a way to help you understand them better.

### What's Their Story?

Hi, my name is Sharon and I'm a Mom who loves travel

My job is marketing director at a regional CVB in MD

I like Creating things that get people excited to experience my home

because it/they makes me feel like what I do helps preserve our culture, improves our economy and creates memories

What I love most about travel is that it helps us see the world differently and makes me a better person. It's exciting to visit new places

When I found out about Scott's Cheap Flights I felt really excited, happy, in the club, freedom, and anticipation because I love getting "secret" deals and the excitement of being able to imagine whisking off to someplace new last minute.

When I think about how my work impacts my life, what always comes to mind is opportunities to help others experience what I love.

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### Who! Who! Who?

Name Sharon Thompson  
Age + Culture 42, African American / Haitian  
Home Frederick MD  
Education All degree  
Occupation Marketing for regional travel  
Income 100k



### Tell Me More:

Motivations? Likes to win recognition for her region. Loves promoting MD and meeting new people. Downtime + Hobbies? Hiking. Shopping with local artisans. photography. Netflix: travel shows, 90s sitcoms  
Functional Needs? Easy to use tech. Respectful use of her budget. Ways to organize outreach. Where + how do they play? State parks. Anywhere she can get a ticket. Runa, Yoga. belongs to a gym  
Emotional Needs? Trust. collaboration. What do they read? Travel blogs, Travel + Leisure Mag, Nat Geo, Wild, Around the world in 50 days  
How do they define success? Quality time. how many people she visits yearly. Seeing her team celebrated How do they like to learn and grow? Constantly! Loves short workshops and online classes. Reads constantly.  
Trusted Sources + Support Network(s)? Chamber. MD Tourism Board. Lonely Planet. Nat Geo. Rick Steves. ASiH Dislikes + Disappointments? Doing the same thing to many times. Going over budget. Letting her team down. Not having a plan  
Brands + Status Symbols? Apple. Subaru. Old Bay. Flying Dog. West Elm. Momenta from trips. Big Dreams - Wish they could... wants to travel the world and blog about it. Wants to make her home a must visit destination.  
Who do they spend time with? hiking friends. Her husband and 7 year old son. United Way board members, AllF and chamber. Partner with a marketing firm that sees he dream and will do what it takes to help her do both!

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## Story Mode:

Now that you've gotten lots of details to work with, What stories can you create to understand this person's life?

Make as many as you can. The more you explore, the more you'll uncover.

# Who! Who! Who?

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Name \_\_\_\_\_

Age + Culture \_\_\_\_\_

Home \_\_\_\_\_

Education \_\_\_\_\_

Occupation \_\_\_\_\_

Income \_\_\_\_\_



## Tell Me More:

Motivations? \_\_\_\_\_

\_\_\_\_\_

Downtime + Hobbies? \_\_\_\_\_

\_\_\_\_\_

Functional Needs? \_\_\_\_\_

\_\_\_\_\_

Where + how do they play? \_\_\_\_\_

\_\_\_\_\_

Emotional Needs? \_\_\_\_\_

\_\_\_\_\_

What do they read? \_\_\_\_\_

\_\_\_\_\_

How do they define success? \_\_\_\_\_

\_\_\_\_\_

How do they like to learn and grow? \_\_\_\_\_

\_\_\_\_\_

Trusted Sources + Support Network(s)? \_\_\_\_\_

\_\_\_\_\_

Dislikes + Disappointments? \_\_\_\_\_

\_\_\_\_\_

Brands + Status Symbols? \_\_\_\_\_

\_\_\_\_\_

Big Dreams—Wish they could... \_\_\_\_\_

\_\_\_\_\_

Who do they spend time with? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# What's Their Story?

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Hi, my name is \_\_\_\_\_ and I'm a \_\_\_\_\_

My job is \_\_\_\_\_ at \_\_\_\_\_

I like \_\_\_\_\_

\_\_\_\_\_

because It/they makes me feel \_\_\_\_\_

\_\_\_\_\_

What I love most about \_\_\_\_\_

is \_\_\_\_\_

\_\_\_\_\_

When I found out about \_\_\_\_\_,

I felt \_\_\_\_\_

because \_\_\_\_\_

\_\_\_\_\_

When I think about how \_\_\_\_\_ impacts my life, what

always comes to mind is \_\_\_\_\_.