

Audience Profile Builder

Create one clear, actionable audience persona. **THIS IS AN EXAMPLE - MAKE A COPY**
🕒 **Estimated completion time: 10–15 minutes**

AUDIENCE SNAPSHOT Persona Name Role Industry Company Size Location 	GOALS <i>What is this persona trying to achieve?</i> 	CHALLENGES <i>What's standing in their way?</i> 	PAIN POINTS <table><tr><th>Business</th><th>Operational</th><th></th></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td></tr></table>	Business	Operational															
Business	Operational																			
BUYING TRIGGERS ☐ Budget newly approved ☐ Leadership / team change ☐ Recent pain event ☐ Competitor evaluation Notes 	OBJECTIONS <i>Common hesitations or reasons to say no</i> 	PREFERRED CHANNELS <table><tr><td>• LinkedIn</td><td>• Email</td><td></td></tr><tr><td>• YouTube</td><td>• Instagram</td><td></td></tr><tr><td>• Podcast</td><td>• Newsletter</td><td></td></tr></table>	• LinkedIn	• Email		• YouTube	• Instagram		• Podcast	• Newsletter		CONTENT PREFERENCES <table><tr><td>☐ Case Studies</td><td>☐ Video</td></tr><tr><td>☐ Blog</td><td>☐ Research</td></tr><tr><td>☐ Webinar</td><td>☐ Checklist</td></tr><tr><td>☐ Guide</td><td>☐ Checklist</td></tr></table>	☐ Case Studies	☐ Video	☐ Blog	☐ Research	☐ Webinar	☐ Checklist	☐ Guide	☐ Checklist
• LinkedIn	• Email																			
• YouTube	• Instagram																			
• Podcast	• Newsletter																			
☐ Case Studies	☐ Video																			
☐ Blog	☐ Research																			
☐ Webinar	☐ Checklist																			
☐ Guide	☐ Checklist																			