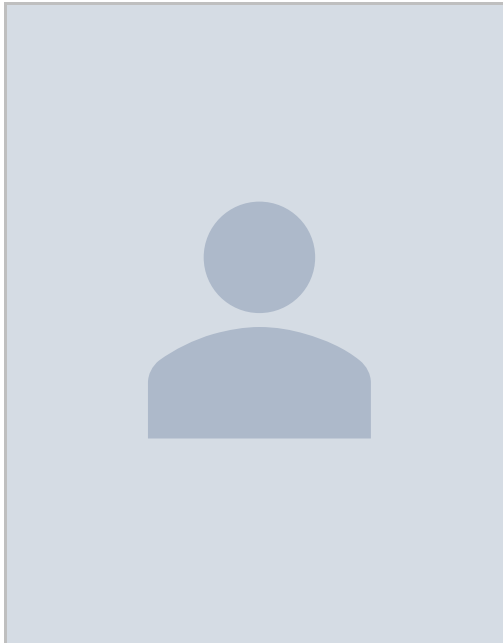


# CLIENT PERSONA WORKSHEET TEMPLATE

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## TARGET PERSONA IMAGE



## PERSONA INFORMATION

**PERSONA NAME** *can be the first name, first name and last name, or something slightly silly*

**JOB TITLE**

**FICTIONAL COMPANY**

**AGE**

**QUOTATION**

## GOALS AND MOTIVATIONS

Detail at least one important, job-related goal and motivation.

## VALUES AND WORK METHODS

Describe what's important to your persona, their work ethic, attention to detail, punctuality, adherence to deadlines, and so on.

## CHARACTERISTICS THAT APPLY TO YOUR PRODUCT

Describe anything relevant to how the client might use your product / services or similar offerings, or how they currently do the work your product / service is intended for.

## FURTHER DETAIL



## **DISCLAIMER**

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