Persona Development Worksheet: Furniture and Textile Industry

Use the following chart to develop your persona by filling out specific information that will allow you to create specific content catered directly to your ideal customers.

Persona 1: "Buyer Bethany"

Title/Demographics (Name, Title, Age Range, Gender, Salary)	
What do they do?	
What are their ambitions?	
Who do they work with?	
What are their work objectives?	
What do they worry about/what are their challenges?	

What do they worry about/what are their challenges?	
How do they make buying decisions?	
What are their requirements relating to your company?	
What are their frustrations with other providers/the industry?	
When you get a meeting with them, what questions do they ask?	
How do they search for solutions to their challenges?	
Where do they get information?	
What social media platforms do they engage with?	
What type of online content are they reading?	

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Use the following chart to develop your persona by filling out specific information that will allow you to create specific content catered directly to your ideal customers.

Persona 2: "Designer Dave"

Title/Demographics (Name, Title, Age Range, Gender, Salary)	
What do they do?	
What are their ambitions?	
Who do they work with?	
What are their work objectives?	
What do they worry about/what are their challenges?	

What do they worry about/what are their challenges?	
How do they make buying decisions?	
What are their requirements relating to your company?	
What are their frustrations with other providers/the industry?	
When you get a meeting with them, what questions do they ask?	
How do they search for solutions to their challenges?	
Where do they get information?	
What social media platforms do they engage with?	
What type of online content are they reading?	

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Use the following chart to develop your persona by filling out specific information that will allow you to create specific content catered directly to your ideal customers.

Persona 3: "Consumer Cayla"

Title/Demographics (Name, Title, Age Range, Gender, Salary)	
What do they do?	
What are their ambitions?	
Who do they work with?	
What are their work objectives?	
What do they worry about/what are their challenges?	

What do they worry about/what are their challenges?	
How do they make buying decisions?	
What are their requirements relating to your company?	
What are their frustrations with other providers/the industry?	
When you get a meeting with them, what questions do they ask?	
How do they search for solutions to their challenges?	
Where do they get information?	
What social media platforms do they engage with?	
What type of online content are they reading?	