



Buyer Persona Worksheet

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Use this worksheet to define your ideal client before creating your marketing content.

This simple guide will help you clarify who you're speaking to, what they need, and how you can connect with them.

Step 1: Start with the Basics

Fill in what you already know about your ideal client.

Attribute:

Details:

Name

Age

Occupation / Role

Location (if relevant)

Step 2: Use AI to Generate Insights

Copy and paste this prompt into ChatGPT or your preferred AI Generator (and edit the details to match your business):

Prompt:

"Create a buyer persona for [Name], a [Age]-year-old [Occupation].

Generate potential goals, challenges, values, and preferred content types that align with their [Include your client's/customer desired outcome]."

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Step 3: Add Your Persona Details

Once AI provides the results, summarize them here:

Attribute:

Description:

Goals

Challenges

Values

Preferred Content Types / Platforms

Motivations

Brands or Influencers They Follow

Step 4: Key Takeaways

Reflect on what you've learned:

What does this tell you about how to reach your audience?

What kind of tone, visuals, or offers would appeal to them?

What problem are they actively trying to solve?

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