



SUBSCRIBER PERSONA

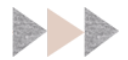
WORKSHEET

THE BASICS



- ▲ Name:
- ▲ Gender:
- ▲ Age:
- ▲ Location:
- ▲ Relationship Status:
- ▲ Education Level:
- ▲ Job:
- ▲ Financial Sitich / Income:

GENERAL INFO



- ▲ What's she really into?
- ▲ What's she really not into?
- ▲ What's her general clothing style?
- ▲ What does her room / workplace look like?
- ▲ What does she like to read?
- ▲ What movies / series does she watch?
- ▲ What kind of music does she listen to?
- ▲ What's her learning style (ie. visual, read / write, kinesthetic)?



What makes her crazy happy?

What makes her seriously angry / upset?

How does she feel about controversial issues (ie. abortion, religion, politics)?

Introvert or Extrovert? To what extent?

What's her biggest struggle right now?

What's her main goal right now?

Why is she subscribed to your channel?

Describe an ideal day in her eyes.

How would her friends describe her general outlook on life?

ONLINE



What're her favourite social networks?

What youtubers is she subscribed to?

What websites does she follow (ie. Jezebel, Cosmopolitan)?

What type of photos does she like on social media?

What does she post to her own social media accounts?

NOTES



woo, well done for powering through. it'll be worth it.
you're killin it, keep on keeping on.