The Viewer Persona Worksheet

Define the one viewer your content is for

Every good video starts with one specific viewer in mind. Pick one real type of customer, give them a name, and fill in every section for that one person — the way you'd describe a real human, not a demographic. If you serve two very different audiences, do a second sheet. Never blend them.

Give them a name (a real customer's name works best)

Who they are, in one line

Bio — the basics

Age · where they live

Job or role · family situation

Current customer, or brand new to you?

Their story

A few sentences of real life: what their days look like, their habits, what they believe, what they're carrying. This is the part that makes them a person instead of a statistic.

Expectations & desires

What do they actually want? (In their words, not yours.)

What are they hoping content like yours will do for them?

Obstacles & objections

What's in their way — time, money, technology, confidence, strong opinions?

What would make them hesitate, tune out, or not believe you?

What they love

Interests, hobbies, teams, shows, places — the things your content can connect over

Audience fit

Every audience has three groups. Decide which one this viewer is in: core audience (we make content for them) · fine with us (not the target, still welcome) · not our audience (we don't bend content to win them).

Which group — and who is this content NOT for? (Write the exclusion down. It protects every other answer.)

Where their attention lives

Which platforms do they actually use — and when are they watching?

Whose content do they already trust, and why?

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Their journey

Compelling event: what just happened in their life that makes them look for a solution?

How do they find you? (Search, a share, a referral — from whom?)

Why would they choose you over the alternatives?

How would they share your content — and why would they come back?

The action

After watching, they should _____ (one action, one verb)

How to use this sheet. Keep it next to you when you plan content. Before you make anything, ask: does this speak to this person, about their problem, at the moment they'd go looking for it? If it doesn't, it doesn't get made.