

PSYCHOGRAPHIC PERSONA

Identity-Based Customer Avatar

For audiences defined by mindset, stage, and behavior rather than demographics.

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Persona Image

1. Core Identity

Archetype Name	
Current phase of life or business	
What they believe about themselves	
What they want to become	
How they measure personal success	

2. The Problem They Are Trying to Solve

Be specific. Even identity-driven buyers enter your world through a concrete problem.

Primary problem that brings them to you	
What they have already tried and why it failed	
What they believe is the root cause of the problem	

3. Inner World (Psychographics)

Capture what drives decisions beneath the surface. These are the levers of persuasion.

Core values	
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Identity drivers (freedom, mastery, recognition, impact, security, etc.)	
Fears	
Desires they rarely say out loud	

4. Awareness Stage

Check the stage that best describes where most of this audience sits right now.

Unaware (does not recognize a problem exists)	
Problem-aware (feels the pain, exploring options)	
Solution-aware (knows solutions exist, comparing)	
Product-aware (knows your offer, evaluating)	

5. Behavior Patterns

How they make decisions	
What they procrastinate on or avoid	
What they overinvest in	

6. Trigger Moments

Separate the negative breaking points from the positive windows of opportunity. Both create action, but they require different messaging.

Breaking points (negative: something becomes unbearable)	
Moments of opportunity (positive: a window opens)	

7. Buying Behavior

Role in purchase decision (sole, influencer, needs approval)	
Relationship with spending money on this kind of solution	
Common objections (use their exact words when possible)	

8. Content & Attention Profile

What stops their scroll	
What earns their trust instantly	
What kind of messaging they distrust	
Preferred content formats (long-form, short-form, visual, analytical)	

9. Language & Messaging Hooks

Two distinct categories: how *THEY* talk about their situation (observational) and what language from *YOU* would move them (strategic).

Phrases they use to describe their situation	
Words and framing that resonate when they hear it from you	
Words and framing that repel them	

10. Trusted Information Sources

Separate from where they hang out. Who do they believe? Whose recommendation would close a sale?

People they trust (thought leaders, peers, mentors)	
Publications or institutions they respect	
Types of social proof that carry weight with them	

11. Where to Find Them

Online

Platforms they live on (not just use)	
Niche communities (Discords, Subreddits, Slack groups, newsletters)	

Offline / Real-World

Events they attend (or wish they could)	
Lifestyle patterns and environments they gravitate toward	

12. Preferred Communication Channel

How they prefer to be reached for marketing and sales. Separate from where they consume content.

Preferred channel (email, DM, phone, text, other)	
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Notes on communication preferences	
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13. Buyer Journey with You

Map how this persona moves from stranger to customer to advocate. This makes the persona actionable.

How they typically discover you	
What makes them engage (follow, subscribe, respond)	
What makes them convert (buy, sign up, commit)	
What makes them stay and refer others	

14. Alignment Check

Confirm this is someone you want to serve and can serve well.

Why you want to work with this person	
Green flags (signals this is a great-fit customer)	
Red flags (signals this will be a difficult or poor-fit customer)	
What does a successful long-term relationship look like with this person?	