

# Listener Persona Template

**Persona Name:** [Name that represents this type of listener]

## Demographics:

- **Age:** [Age range]
- **Gender:** [Gender]
- **Location:** [City, State, Country]
- **Occupation:** [Job title/Industry]
- **Income Level:** [Income range]
- **Education Level:** [Highest education level]

## Interests and Hobbies:

- [Interest/Hobby 1]
- [Interest/Hobby 2]
- [Interest/Hobby 3]

## Challenges and Pain Points:

- **Challenge 1:** [Description of the challenge]
- **Challenge 2:** [Description of the challenge]
- **Challenge 3:** [Description of the challenge]

## Media Consumption Habits:

- **Preferred Media:** [Podcasts, blogs, social media, etc.]
- **Frequency of Consumption:** [Daily, weekly, monthly]
- **Favorite Platforms:** [Spotify, Apple Podcasts, YouTube, etc.]
- **Types of Content Consumed:** [Educational, entertainment, news, etc.]

## Goals and Aspirations:

- **Goal 1:** [Description of the goal]
- **Goal 2:** [Description of the goal]
- **Goal 3:** [Description of the goal]

## Favorite Podcasts/Influencers:

- **Podcast 1:** [Name and why they like it]
- **Podcast 2:** [Name and why they like it]
- **Influencer 1:** [Name and why they follow them]
- **Influencer 2:** [Name and why they follow them]

### **How Your Podcast Can Help:**

- **Solution 1:** [How your podcast addresses their challenge or need]
- **Solution 2:** [How your podcast aligns with their interests or goals]
- **Solution 3:** [How your podcast provides unique value]