





Audience Persona

Name:	Platforms:  Others:	Questions they have:
Picture: 		
Age Range: to	Who do they already trust online?	Questions you would like to ask them:
Job:		

Audience Persona **Group A**



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<p>Name:</p> <p>Harriet</p>	<p>Platforms:</p>  <p>Others:</p> <p>Our website</p>	<p>Questions they have:</p> <p>What does The National Lottery Heritage Fund invest in?</p> <p>What will make my application/project successful?</p> <p>How can I include a more diverse range of people in my heritage project?</p>
<p>Picture:</p> 		
<p>Age Range:</p> <p>30 to 55</p>	<p>Who do they already trust online?</p> <p>Personal Contacts Existing funder's email newsletters Other Heritage Sites</p>	<p>Questions you would like to ask them:</p> <p>How do you research funding options?</p> <p>How do you market and promote your work?</p> <p>What extra help do you need in apply for funding?</p> <p>What is your long term vision?</p>
<p>Job:</p> <p>Director/Manager of Heritage charity/project</p>		

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Audience Persona **Group B**

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Name: Harriet	Platforms:  Others: Our website	Questions they have: What does The National Lottery Heritage Fund invest in? What will make my application/project successful? How can I include a more diverse range of people in my heritage project? How to create more sustainably in my work?
Picture: 	Age Range: 30 to 55 Job: Director/Manager of Heritage charity/project	Questions you would like to ask them: Who do they already trust online? Personal Contacts Existing funder's email newsletters Other Heritage Sites How do you research funding options? How do you market and promote your work? What extra help do you need in apply for funding? What is your long term vision?

Content Club