

# IDENTIFY Your Influencers



**Create named avatars or real personas to define your influencers:** Use this sheet to personify the people who amplify your brand. Naming and understanding them will help you connect with them and decide if they are the right fit.

NAME

☐

LOYAL PATIENT

☐

ADVOCATE

☐

POSITIVE FAN

☐

EXPERT

## Demographic Life context

(age, work, life, family,  
education, etc.)

## Connection

What specific  
relationship do they  
have with your brand?

Be Specific.

*Topic, Service Type,  
Physician, etc.*

## Channel

What are some  
activities you might  
consider partnering  
with them on?

*Blog content, short  
form video for social,  
podcast, etc.*

**Repeat!**

Create these influencer profiles as you become connected with potential audience segments. These people may be who you develop your content about or use to amplify your brand voice.