



PERSONA NAME:

[you type here]

SECTION 1: WHO?

BACKGROUND

Job? Career path? Family?

- [you type here]

DEMOGRAPHICS

Male or female? Age? Income? Location?

- [you type here]

IDENTIFIERS

Demeanor? Communication preferences?

- [you type here]



PERSONA NAME:

[you type here]

SECTION 2: WHAT?

GOALS

Primary goal? Secondary goal?

- [you type here]

CHALLENGES

Primary challenge? Secondary challenge?

- [you type here]

WHAT CAN WE DO

... to help our persona achieve their goals?
... to help our persona overcome their challenges?

- [you type here]



PERSONA NAME:

[you type here]

SECTION 3: WHY?

REAL QUOTES

About goals, challenges, etc.

- [you type here]

COMMON OBJECTIONS

Why wouldn't they buy your product/service?

- [you type here]



PERSONA NAME:

[you type here]

SECTION 4: HOW?

MARKETING MESSAGING

How should you describe your solution to your persona?

- [you type here]

ELEVATOR PITCH

Sell your persona on your solution!

- [you type here]