



Verbatim

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Amet adipiscing eu, cursus aliquam.

Michael Scott

Background

- Job **Job**
- Career Path **Career Path**
- Family **Family**
- Lifestyle **Lifestyle**
- Spending Habits **Spending Habits**

Your text here

Demographics

- Age **Age**
- Income **Income**
- Location **Location**
- Gender identity **Gender identity**

Your text here

Technology/Social Media

Device preferences? Social media platforms? Tech Savvy

Your text here

Goals

Primary/secondary goals? Personal vs Professional goals? Top metrics they track? Motivations?

- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.

What can we do?

To help our persona achieve their goals? To help our persona overcome their challenges?

- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.

Challenges

What does this person struggle with in relation to meeting goals? What services as a roadblock for this person's success?

- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.

Skills

To help our persona achieve their goals? To help our persona overcome their challenges?

- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.

Real Quotes

About goals, challenges, etc.

- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.

Elevator Pitch/Bumper Sticker

Sell your persona on your solution in a sentence or a few words!

- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.

Common Objections

Why wouldn't they buy your product/service?

- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.

Marketing Messaging

How can you describe your solution to have the biggest impact on your persona? What resonates most with your persons?

- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.
- Lorem ipsum dolor sit amet consectetur. Dolor sagittis id urna scelerisque luctus mattis turpis.

