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| **BACKGROUND**  Job, career path, family |  |
| **DEMOGRAPHIC** Male or female, age, income, location |  |
| **IDENTIFIERS**  Demeanour, communication preferences |  |
| **GOALS**  Primary and secondary goals |  |
| **CHALLENGES** Primary and secondary challenges |  |
| **WHAT CAN WE DO**  …to help our persona achieve their goals?  ...to help our persona overcome their challenges? |  |
| **REAL QUOTES**  About goals, challenges, etc. |  |
| **COMMON OBJECTIONS**  Why wouldn’t they buy your product/service? |  |
| **MARKETING MESSAGING**  How should you describe your solution to your persona? |  |
| **ELEVATOR PITCH** Sell your persona on your solution! |  |