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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! |  |