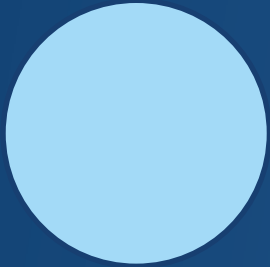


Persona



Name

Age

Location

Job

Purchase influence

Bio

Behaviours

What are they doing
Instead of using your
product?

Preferred Channels

Where do they hang out
online and offline?

Personality Type

Dominance – Direct



Influence – Extravert



Steadiness – Even-Tempered



Conscientiousness – Analytical



Why Persona uses our product

Objections to Purchase

Why aren't they buying your product?

What succes looks like

What happens professionally/personally
if they achieve their goals?

What failure looks like

What happens if they
don't achieve their goals?

Goals

What motivates them?
What do they want to
achieve?

Frustrations

What problem do
they have?