



Add a photo and name your persona

DEMOGRAPHICS

Define the basic details about your customer's persona.

Age: _____

Gender: _____

Household Income: _____

Location: _____

Education: _____

Marital Status:

single married divorced widow/er

Has kids? _____

What's their story? _____

WORK

Define the environment this persona is surrounded by.

Job Title: _____

Company: _____

Company Size and key information: _____

Details about their role: _____

HIM/HER AND YOUR COMPANY

Define the relationship this persona has with your company.

Why would they choose not to buy from you?

Their role in the purchase process?

What's their relationship with your brand?

What's their customer journey?

GOALS & CHALLENGES

Define what are this person's goals and challenges in life, and how can your company help them.

What are their goals? _____

How do you help them achieve these goals: _____

What are their challenges? _____

How you help solve these problems? _____

VALUES

Establish their beliefs and commitments.

What are their values? _____

What are they committed to? _____

PAIN POINTS

Establish the pain points are they have and are trying to resolve

What are their pain points? _____
