

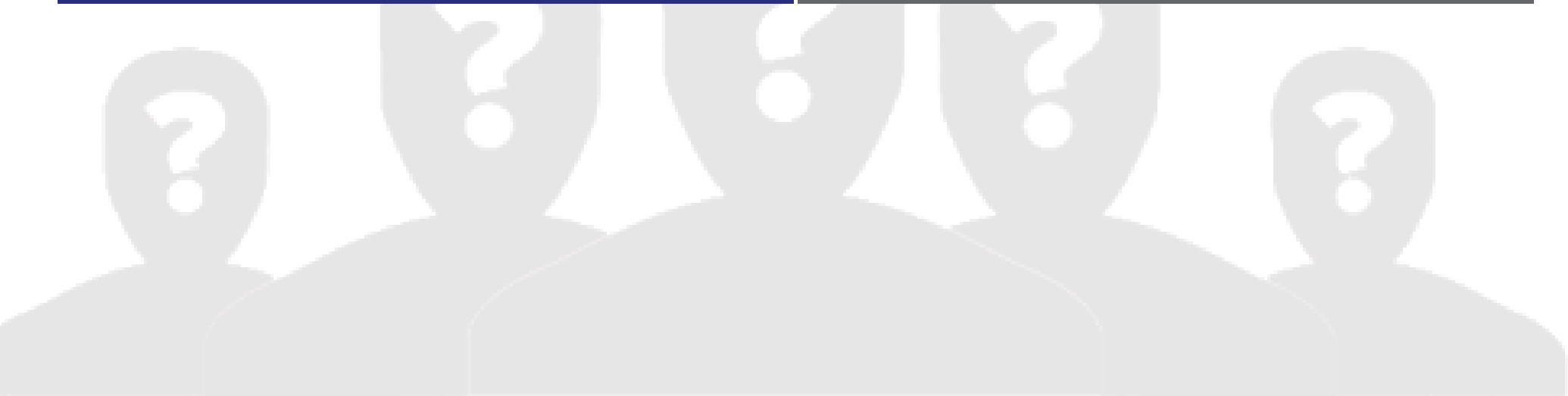


Name Of Persona	Persona 1
BACKGROUND Job? career path? Family?	<ul style="list-style-type: none">- Job- Career Path- Family Life
DEMOGRAPHIC Male or female? Age? Income? Location?	<ul style="list-style-type: none">- Gender- Age- Income- Location
IDENTIFIERS Demeanor? Communication preferences?	<ul style="list-style-type: none">- Demeanor- Communication Preference





Name Of Persona	Persona 1
<p>GOALS? Primary goal? Secondary goal?</p>	<ul style="list-style-type: none">- Primary Goal- Secondary Goal
<p>CHALLENGES Primary challenge? Secondary challenge?</p>	<ul style="list-style-type: none">- Primary Challenge- Secondary Challenge
<p>WHAT CAN WE DO ... to help our persona achieve their goals? ... to help our persona overcome their challenges?</p>	<ul style="list-style-type: none">- what we can do point 1- what we can do point 2





Name Of Persona	Persona 1
<p data-bbox="451 621 722 657">REAL QUOTES</p> <p data-bbox="380 678 789 711">About goals, challenges, ect.</p>	<ul data-bbox="1094 613 1234 716" style="list-style-type: none">- Quote 1- Quote 2- Quote 3
<p data-bbox="367 781 793 816">COMMON OBJECTIONS</p> <p data-bbox="283 837 919 870">Why wouldn't they buy your product/service?</p>	<ul data-bbox="1094 789 1430 859" style="list-style-type: none">- Common objection 1- Common objection 2





Name Of Persona	Persona 1
MARKETING MESSAGE How should you describe your solution to your persona?	- [Type in your marketing message]
ELEVATOR PITCH Sell your persona on your solution!	- [Type in your elevator pitch]

