

Persona Template (Blank)

Background

Job title(s)

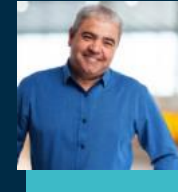
Level of education

Years of experience

Industry / Companies

Real Customer quotes:

Hi, my name is..



TOP 3 Goals

- 1.
- 2.
- 3.

Demographics

Age

Gender

Marital status

Location

Top 3 Challenges

- 1.
- 2.
- 3.

Identifiers

Preferred communication channels

Preferred content type

Personality type

Marketing messaging

3 reasons to pick us

1 line benefit description

Key words/
Search terms

Top 3 Objections

- 1.
- 2.
- 3.