



## Profile Attributes

Age:

Personal details (demographics):

Reports to/Manages:

Common titles (AKA):

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Company Size:

- Revenue range:
- Employees:
- Specifics subsets:

Role in the buying process:

Common Objections:

## <Name> | <Role>

**Profile:** 100-200 word overview that describes the persona. Background? The channels they use to communicate? Style of content they consume?

**Responsibilities:** Briefly describe the person's typical responsibilities.

**Pain Points:** List potential pain points (frustrations) that will affect this persona.

**Key Drivers/Motivation/Goals:** What makes the persona go to work everyday? What makes the persona tick? What does this persona want to achieve?




**Validations:** Which input helps this person to make a decision? Is it product reviews? Analyses and reports? Or something else?

**Fears:** What is this persona scared of? Is it getting stuck in a job? Not advancing? Making mistakes? Not living life to the fullest?

**Hobbies & Interests:** What interests does this person have? What are their hobbies?

**Quote:** What quote would overall describe this persona?

# The Buyers Journey

	Awareness 	Consideration 	Decision 
What is the persona's motivation at each stage?			
Which questions do the persona ask?			
What message do you want success with?			
Which content will the persona respond to?			