

Demographics

- Age:
- Income:
- Education:

Persona Name

Information sources

- Learns from:
- Trade press:
- Associations:
- Internal feedback from:

Company

- Sample client:
- Industry:
- Employees:
- Revenues:

Background

- Job title:
- Role:
- On a typical day they:
- Reports to :
- Direct reports include:
- Works with:

Challenges

- Top 3 challenges:
- Slowed down by:
- For example:
- Competitors:
- Top obstacles to purchase:

Goals

- Current goals:
- Measured by:
- Professional goals:

Talking Points

- Top 3 challenges:
- Slowed down by: