

TARGET PERSONA

DEMOGRAPHIC



EXAMPLE ETHAN

Age: _____

Gender: _____

Marital Status: _____

#/Age of Children: _____

Location: _____

Occupation: _____

Job Title: _____

Annual Income: _____

Level of Education: _____

ASPIRATION

GOALS (What do they want?)

- _____
- _____
- _____

VALUES (What do they care about?)

- _____
- _____
- _____

REASONS (What is motivating them to act?)

- _____
- _____
- _____

AGITATION

CHALLENGES (What are they struggling with?)

- _____
- _____
- _____

PAIN POINTS (What are they frustrated about?)

- _____
- _____
- _____

FEARS (What are they afraid of?)

- _____
- _____
- _____

UTILITY & ROLE

EXPECTATIONS (What are their expectations?)

- _____
- _____
- _____

OBJECTIONS (Common objections to the sale?)

- _____
- _____
- _____

PURCHASE ROLE (Role in the purchase decision?)

- _____
- _____
- _____

INFORMATION SOURCES

Authors/Books: _____

Magazines: _____

Blogs/Websites: _____

Conferences: _____

Gurus: _____

Other: _____

BEHAVIOR

Research Behavior: _____

Social Behavior: _____

Device Behavior: _____

Offline Behavior: _____

Communities: _____

Quote: _____

INFLUENCE & BELIEFS

INFLUENCERS (Who's influencing their decision?)

- _____
- _____
- _____

WORLDVIEW (What beliefs do they hold in our industry?)

- _____
- _____
- _____

ALIGNMENT (Why are we the ideal solution for them?)

- _____
- _____
- _____