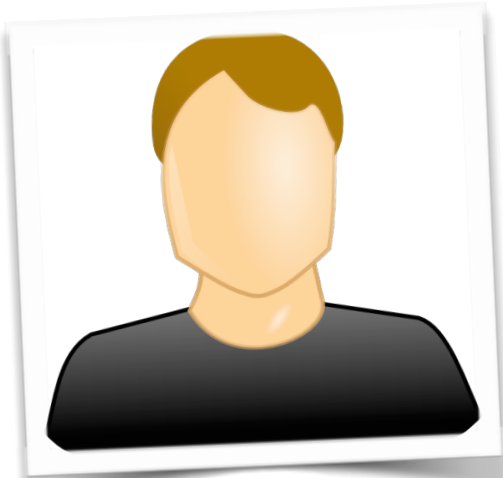


Persona Worksheet



Persona Type

Name

Age

Location

Job Title

add your own picture!

Background

Who is this person?

Demographics

Age, Income, Education, Tendencies

Motivation

Why would they come to your website? List 5 reasons
What problems do they need to solve?

Uniques

Details unique to this person, position, responsibility.

Goals

What does your prospect need to accomplish? What is your customer's goal?

Conversations

Quotes and objections raised by "real" customers (interviews, comments, reviews, emails)

Message

How does our message meet their needs? Is it simple, repeatable and easy to share?