



Persona Name:

Background:

- Age:
- Gender:
- Location:
- Job Title:
- Industry:
- Company Size:

Demographics:

- Age Range:
- Gender:
- Income Level:
- Education Level:

Psychographics:

- Goals:
- Challenges:
- Pain Points:
- Values:
- Hobbies/Interests:
- Buying Preferences:

Behavioural Insights:

- Information Sources:
- Decision-Making Process:
- Buying Habits:
- Preferred Communication Channels:

Narrative Description:

(Write a brief narrative that describes the persona's background, job role, responsibilities, daily activities, and how they interact with your product or service.)

Key Quotes:

(Include quotes or phrases encapsulating the persona's mindset, motivations, or concerns.)

Marketing Messaging:

(Outline key messaging points and value propositions that resonate with this persona. Specify language, tone, and imagery that align with their preferences.)

Opportunities for Engagement:

- Content Types They Prefer:
- Social Media Platforms They Use:
- Events or Conferences They Attend:
- Challenges They Participate In:
- Online Communities They Engage With:

Prioritization:

(Indicate the priority level of this persona based on their relevance, influence, and potential impact on your business objectives.)

Additional Notes:

(Include any other relevant information or insights about this persona.)