

PERSONA PROFILE

CUSTOMER PERSONA NAME HERE: _____

GOALS AND VALUES

Goals:

Values:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:



CHALLENGES & PAIN POINTS

Challenges:

Pain points:

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

TV/Radio:

Role Models:

Other:

Occupation:

Annual Income:

Level of Education:

Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process: