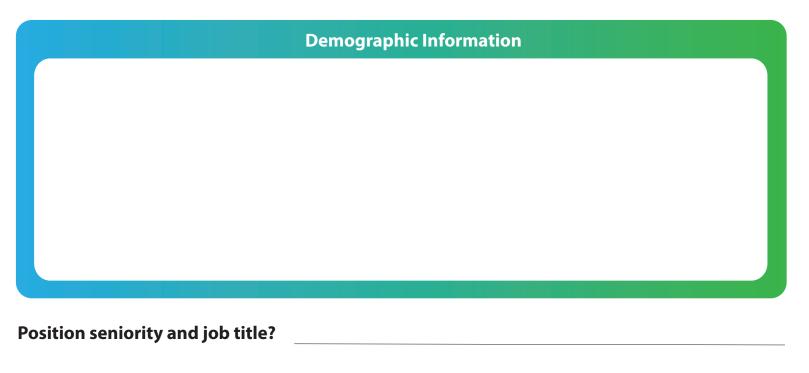


Developing Buyer Personas



Persona master segment:



Describe a day in this persona's life?

Emotional Pain Points	Solutions That Help	Values

What are their goals?



Where do they hang out? Where do they go for info?

Desired experience when seeking out your products or services?

What are the most common objections?

Relevant Interests	Other Traits for Layering Detail	

Notes: