

Persona master segment: _____

Demographic Information

Position seniority and job title? _____

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:
