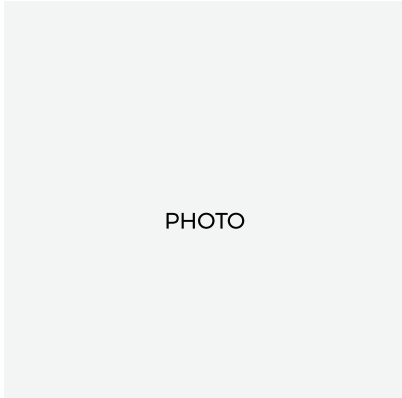


# PERSONA WORKSHEET



**What is this person's "pain"?**

PERSONA NAME



PHOTO

Who is this person? Describe their personal and professional background (as well as likes/dislikes), demographics, and their experience in working with a company or product like yours and any other personal info you would like to incorporate to make this person feel a little more real.

**What do they have to gain by solving it?**

**What is their experience with us and/or our industry?**

**How can we help?**

## BUYING ROLE

STAGE	HOW I PARTICIPATE
<input type="checkbox"/> IDENTIFICATION OF A NEED	
<input type="checkbox"/> RECOGNITION	
<input type="checkbox"/> ASSESSMENT	
<input type="checkbox"/> SHOPPING	
<input type="checkbox"/> PURCHASE	
<input type="checkbox"/> SERVICE	

**MY ROLE IN THE DECISION-MAKING PROCESS IS:**

- DECISION MAKER
- INFLUENCER (SELECT A SUB-ITEM)
  - PARTIAL AUTHORITY
  - VETO POWER
  - INSIDE CLOUT
  - OUTSIDE CLOUT
- USER (SELECT A SUB-ITEM)
  - DEFINE REQUIREMENTS
  - PROVIDE INPUT

# PERSONA WORKSHEET



## COMMUNICATIONS GUIDELINES

MAIN THEME	HEADLINE	ELEVATOR PITCH	WORDS TO USE	WORDS NOT TO USE
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## RELATIONSHIP BUILDING

**What area(s) in the buying process do we need to focus on to reach this person?**

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**What has this person's experience with us been like to this point?**

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**How will focusing here help us achieve our objectives?**

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**What is the most meaningful way we could improve their experience?**

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**How would this change help us reach our objectives?**

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