

## ABOUT



**Age:**



**Profession:** What do they do and who for?



**Location:**

Where will you typically find them? Think of places like online forums and social media. What media that they engage with? Do they belong to any groups?

## GOALS

What are their key goals that are related to the solution which you provide?

## PROBLEMS

What problems are they experiencing right now that are related to your solution?

## PRIORITY

What is a key priority for them right now that is relevant to your solution?

## EXISTING SOLUTIONS

What tools or strategies have they been using to date? What results have these produced.

## REASONS

What specific problems will using your solution solve for them?

Why should they use your solution?

## PLAN

If you offer different plan tiers, identify which is the most suitable and why.

# NAME

*“A quote based on the persona’s character, wants, and needs.”*