

Customer Persona

Name:

GOALS AND VALUES

Goals:

Values:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:

Quote:

CHALLENGES & PAIN POINTS

Challenges:

Pain Points:

SOURCES OF INFORMATION

Books:

Magazines:

Websites:

Gurus:

Occupation:

Job Title:

Annual Income:

Level of Education:

OBJECTIONS & ROLE IN PURCHASE

Objections to the sale:

Role in Purchase Process: