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2) GOALS AND VALUES What are their goals and what do they value?	1) PERSONA Make this person as real as you can.	3) CHALLENGES & PAIN POINTS What challenges or problems do they face as it
Goals:	Name:	relates to your product/service? Challenges:
Values:	Age: Gender:	Problems:
	Marital Status:	
4) SOURCES OF INFORMATION Where do they go to shape their opinions or beliefs?	#/Age of Children: Location:	5) OBJECTIONS & ROLES What objections will they have and what is their role in the purchase process?
Books:	Their Favorite Saying:	Possible Objections:
Magazines:	Occupation:	
Blogs/Websites:	Job Title:	
Conferences:	Annual Income:	
Gurus / Influencers:	Level of Education:	
Other Sources:	Other:	