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