

WORK HABITS

- When do they arrive/leave for work?
- What are their work hours?
- What tasks do they perform daily?
- Do they have a balance between work and home life?

INDUSTRY/BUSINESS INFO

- Details your persona's company, including
 - Industry
 - Size
 - Number of employees
 - Other Relative Info

PERSONALITY & ACCOMPLISHMENTS

- Persona's primary personality traits
- Persona's secondary personality traits
- What accomplishments are they most proud of?

IDENTIFIERS & QUOTATIONS

- Buzz words
- Mannerisms
- Include a few real quotes – taken during your interviews – that represent your persona well.
- This will make it easier for employees to relate to and understand your persona.

Persona Name



DEMOGRAPHICS & DISPOSITION

- Gender
- Age Range
- HH Income (Consider a spouse's income, if relevant)
- Urbanicity (Is your persona urban, suburban, or rural?)
- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education
- Common personality traits, ethics, philosophies of buyer

HOW THEY CONSUME YOUR SERVICES

- What are the basic details of what they need your services or solutions for?
- What are they currently using instead of your services?
- Any behavior that you can hone in on when communicating your services and solutions?

OUR SOLUTION & COMMON OBJECTIONS

- What are the most common concerns and challenges that your solutions may help with?
- How your company solve your persona's challenges?
- How your company help your persona achieve goals?
- Identify the most common objections your persona will raise during the sales process.

BUYING HABITS & MARKETING

- What are their buying habits?
- What influences their purchases?
- How should you describe your solution to your persona?
- Make describing your solution simple and consistent across everyone in your company.
- Identify the primary sources they use to gather information in their research and purchase decision process.
- Average Social Media Use