**<Name> | <Role>**



**Profile Attributes  
Age:  
Experience:  
Personal details:  
Common titles (AKA):**



**Verticals:**



**Company Size:**

* Revenue range
* Employees
* Specifics subsets

**Profile:** *100-200 word overview that describes the persona.*

**Responsibilities:** *Briefly describe the person's typical responsibilities.*

**Pain Points:** *List potential pain points that will affect this persona*

**Key Drivers/Motivation:** *What makes the persona go to work everyday? What makes the persona tick? What will the persona achieve?*

**Validations:** *Which input helps this person to make a decision? Is it product reviews? Analyses and reports? Or something else?*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Interest | Learn | Evaluate | Justify | Purchase |
| What is the persona’s motivation at each stage? |  |  |  |  |  |
| Which questions do the persona ask? |  |  |  |  |  |
| What message do you want success with? |  |  |  |  |  |
| Which content will the persona respond to? |  |  |  |  |  |