

FirstName Role

Photo

Title

COMPANY

SIZE

REVENUE

INDUSTRY

GENDER

BIO

AGE

RACE

INCOME

FAMILY

Personality

INTROVERT

EXTROVERT

ANALYTICAL

CREATIVE

CONSERVATIVE

LIBERAL

PASSIVE

ACTIVE

Goals

- 1.
- 2.
- 3.

Persona profile paragraph highlighting skills, attitude, approach to life, work, etc.

Motivators

INCENTIVE

(statement goes here)

RISK

(statement goes here)

ACHIEVEMENTS

(statement goes here)

“Quote from the persona related to needs, goals, frustrations, etc.”

Pain Points

- 1.
- 2.
- 3.