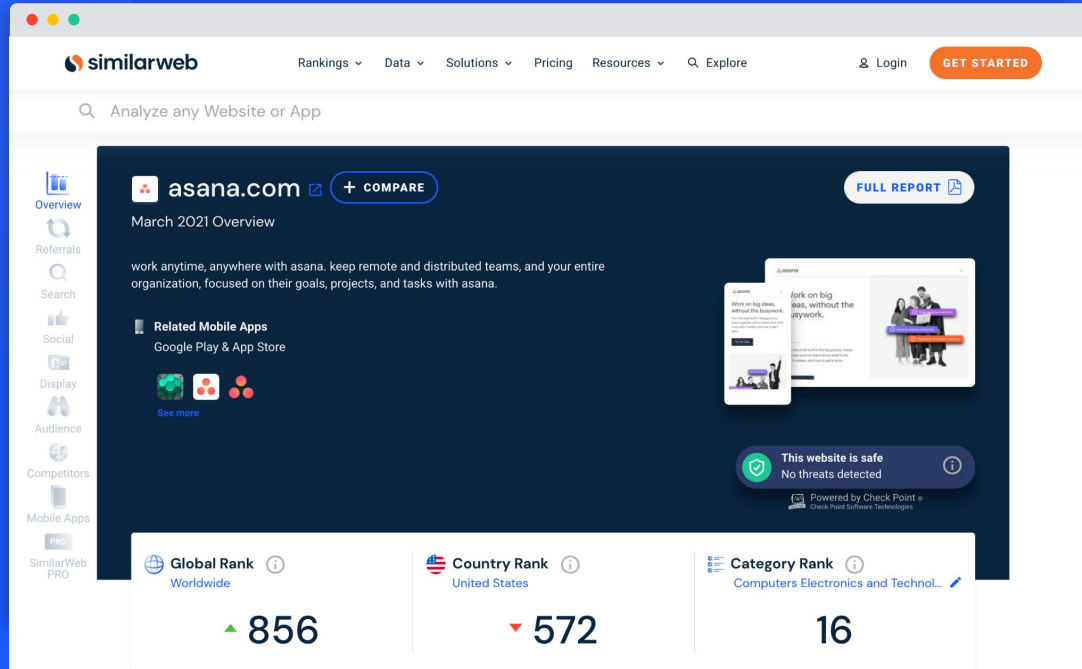


Our product in this example is a new task management system.



WHO

Example Ellen



Background

Job? Career Path? Family?

- Marketing Director at an enterprise
- Worked at the same company for 5 years and worked her way up, aims to be the VP of the department
- Married with 3 kids and helps care for her parents



Demographics

Gender? Age? Income? Location?

- Female
- 50 years old
- Dual Household Income that totals to about \$300,000 yearly
- Lives in the suburbs and commutes to the city for work



Key Identifiers

Communication preferences?

- Stretched thin for time, she prefers quick forms of communication such as email and SmS
- Has a personal assistant that handles all non-critical calls for her

WHAT | WHY

Example Ellen



Goals

Primary and secondary goals?

- Improve her team's efficiency and get better visibility into ongoing tasks
- Easily showcase her team's output and successes in quarterly company reviews



Challenges

Primary and secondary challenges?

- Quickly checking the status of all ongoing projects in all her marketing teams in one place
- Having all tasks output available to all teams so content can be repurposed quickly and simply



How Do We Help?

ROI on goals? ROI on challenges?

- Make it easy to manage all teams campaigns in one place
- Increase her visibility into her teams daily tasks
- Enable all campaign information to be saved in one spot in an organized manner

HOW Example Ellen



Probable Concerns

Why wouldn't she buy our product?

- She's concerned about transitioning from their current platform to here might cause information to be lost
- She's worried about training everyone on a new system



Marketing Messaging

How do we describe our product?

- Integrated, comprehensive task management system with tracking capabilities



Elevator Pitch

What's our quick pitch and selling point?

- We give you an intuitive system that is convenient for both yourself and your employees to use so you can increase your team's efficiency and effectiveness. Our product comes with free training and an account manager who can answer your questions and constantly optimize how your team works on the platform.

**Are you ready to try building your
buyer personas?**



Persona 1

WHO

Example Ellen



Background

Job? Career Path? Family?



YOUR ANSWER



Demographics

Gender? Age? Income? Location?



YOUR ANSWER



Key Identifiers

Communication preferences?



YOUR ANSWER

WHAT | WHY

Example Ellen



Goals

Primary and secondary goals?



YOUR ANSWER



Challenges

Primary and secondary challenges?



YOUR ANSWER



How Do We Help?

ROI on goals? ROI on challenges?



YOUR ANSWER

HOW Example Ellen



Probable Concerns

Why wouldn't she buy our product?



YOUR ANSWER



Marketing Messaging

How do we describe our product?



YOUR ANSWER



Elevator Pitch

What's our quick pitch and selling point?



YOUR ANSWER



Persona 2

WHO

Example Ellen



Background

Job? Career Path? Family?



YOUR ANSWER



Demographics

Gender? Age? Income? Location?



YOUR ANSWER



Key Identifiers

Communication preferences?



YOUR ANSWER

WHAT | WHY

Example Ellen



Goals

Primary and secondary goals?



YOUR ANSWER



Challenges

Primary and secondary challenges?



YOUR ANSWER



How Do We Help?

ROI on goals? ROI on challenges?



YOUR ANSWER

HOW Example Ellen



Probable Concerns

Why wouldn't she buy our product?



YOUR ANSWER



Marketing Messaging

How do we describe our product?



YOUR ANSWER



Elevator Pitch

What's our quick pitch and selling point?



YOUR ANSWER



Persona 3

WHO

Example Ellen



Background

Job? Career Path? Family?



YOUR ANSWER



Demographics

Gender? Age? Income? Location?



YOUR ANSWER



Key Identifiers

Communication preferences?



YOUR ANSWER

WHAT | WHY

Example Ellen



Goals

Primary and secondary goals?



YOUR ANSWER



Challenges

Primary and secondary challenges?



YOUR ANSWER



How Do We Help?

ROI on goals? ROI on challenges?



YOUR ANSWER

HOW Example Ellen



Probable Concerns

Why wouldn't she buy our product?



YOUR ANSWER



Marketing Messaging

How do we describe our product?



YOUR ANSWER



Elevator Pitch

What's our quick pitch and selling point?



YOUR ANSWER



Thank you.

