

**Persona Name:**



Age:

Gender %:

Income:

Position:

**Favorite Quote:**

### **Top 3 Buying Motivations**

1.

2.

3.

Title(s)

Work Duties:

Pressure:

Frustrations:

Pain Points:

Buying Role:

Buying Stage

Motivators (i.e: costs, benefits, personal gain):

Family life:

Online Hangouts:

Voice Required (formal, informal, wordy, light):

Offline Hangouts:

### **Content Ideas for Each Buying Cycle**

Stage 1

Stage 2

Stage 3