Persona name:

Background:

(Gender, profession, age, economic status, other demographic attributes)

Behavior:

(Potential interests and hobbies that may be associated with the persona's purchasing behaviors)

Objectives:

(Goals and desires)

Challenges:

(Pain points in their personal and professional life that's related to your business)

Ways you can help:

(How does your products or services address their pain points?)

Elevator pitch:

(How will you describe your products and services in 2-3 sentences?)

💼 Fit Small Business

Persona name:

Background:

(Gender, profession, age, economic status, other demographic attributes)

Behavior:

(Potential interests and hobbies that may be associated with the persona's purchasing behaviors)

Goals & motivations:

(Goals and desires)

Challenges:

(Pain points in their personal and professional life that's related to your business)

Ways you can help:

(How does your products or services address their pain points?)

Elevator pitch:

(How will you describe your products and services in 2-3 sentences?)

Persona name:

Background:

(Gender, profession, age, economic status, other demographic attributes)

Behavior:

(Potential interests and hobbies that may be associated with the persona's purchasing behaviors)

Goals & motivations:

(Goals and desires)

Technology preferences:

(Devices used, social media accounts)

Challenges:

(Pain points in their personal and professional life that's related to your business)

Ways you can help:

(How does your products or services address their pain points?)

Elevator pitch:

(How will you describe your products and services in 2-3 sentences?)