

PERSONA DEVELOPMENT

THE BASICS

- What's their name?
- What do they do? What's their job title? What does their role entail?
- What's their background (education, family status, socioeconomic level, location)

GOALS AND CHALLENGES

- What are their main goals? What are their priorities?
- How you help them achieve these goals?
- What are the problems or challenges they haven't been able to solve?
- How you help solve these problems?

WHAT DO THEY CARE ABOUT?

- Values (corporate and personal)
- Common objections during the sales process
- Who are their influencers or whom do they influence?
- What are their priorities in their role?
- What are the most important features for them?
- Do they have any attitudes or opinions that may make a difference?
- Where do they go for their information?

WHAT DO THEY WANT TO HEAR?

- What are your key messages to each persona?
- What is the one thing that will make them change their mind about you?

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