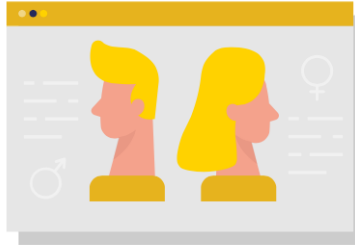


Persona

This is a description of your ideal customer. It will allow the marketing team to craft messages and campaigns for a specific target audience.



Persona 1

Persona name:

Persona role:

Job description:

Company

Company name	
Company size	
Industry	

Demographic information

Age	
Gender	
Income	
Education level	
Residential environment	

Personal quote	
Biography	
Professional goals	Motivators
Challenges	Sources of information

