| File:Portrait Placeholder Square.png - Wikimedia Commons | |  | Goals and Motivations |  | Challenges and Obstacles |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |
| Persona Photo | |  |  |
| Quotation | |  |  |
|  | |  |  |
| Name | |  |  |
|  | |  |  |
| Age | |  |  |  |  |
|  | |  | Sales Objections |  | Sources of Information |
| Gender | |  |  |  | Books |
|  | |  |  |  |
| Location | |  |  | Blogs |
|  | |  |  |  |
| Occupation | |  |  | Conferences |
|  | |  |  |  |
| Job Title | |  |  | Experts |
|  | |  |  |  |
| Highest Level of Education | |  |  | Magazines |
|  | |  |  |  |
| Annual Income | |  |  | Websites |
|  | |  |  |  |