



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Persona's name

Short summary of the persona

generating reports on your sales

expenses and profitability

crating a marketing budget and tracking your marketing ROI

The need to say organized and efficient

The desire to save time and money

The importance of accuracy and compliance

managing expenses

tracking receivables and payments

setting up recurring invoices and payments

anxiety about data security

pressure to meet deadlines

boredom



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?