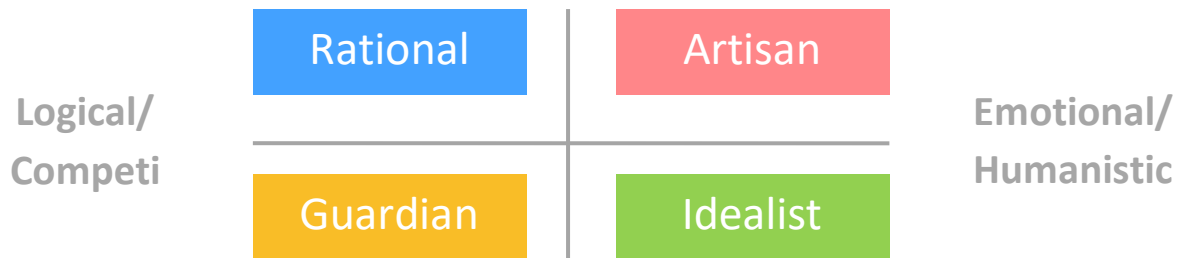


Quick



Deliberate

Rational:

Prove that your product is the best – rational are searching for the most effective solution.

Provide tools to compare and see actual benefits.

Don't be too pushy.

Artisan:

Prove that your product is quick & easy in use. Everything needs to be visual.

Use high-quality images with short descriptions and clear calls to action.

Personal service is also a good thing to consider.

Guardian:

Provide detailed information about your product and tools to compare it with other solutions.

Develop Guardian's trust by showing your product is safe to use.

Idealist:

Prove that your product is trustworthy. Make sure company's values are in line with your persona's values.

Show how your product helps other people.

Embrace personal communications.