

PEN PORTRAIT



GIVE YOUR PEN PORTRAIT A NAME

01

WHAT IS THE RELATIONSHIP YOU WANT WITH THIS PERSON

02



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WHAT WE KNOW THEY ARE LOOKING FOR

Consider their emotional and business wants and needs (and anxieties). Be honest and include things that are inconvenient truths. What do they value? What do they believe? What do they want services and products to achieve for them?

WHAT WE ARE ASKING OF THEM

Include actions, feelings and understanding. How can they help you achieve what you are looking to do?

HOW THEY ARE BEST ENGAGED

Consider channels as well as type of content, tone of voice and frequency. Consider every touchpoint

WHAT WE SHOULD AVOID

Not just communications, but every experience they have of you and your brand

05

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04

MOST LIKELY TO SAY

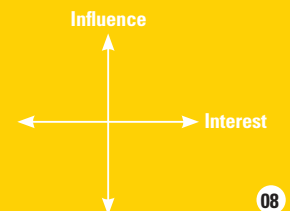
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07

PRIORITY

Mark where they sit on this influence/interest map. Where would you like them to be?



08