



Says

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

THE PROCESS OF GATHERING DATA THAT HELP A COMPANY LEADERS DECIDE ON PRIORITIES AND GOAL,SHAPING OR SHIFTING A LONG TERM STRATEGY FOR THE BUSINESS



Thinks

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

UNDERSTANDING CONTINUOUSLY CHANGING MARKET TO BUILD ACOMPETITIVE ADVANTAGE

FINDING STREGTHS NORTING WEAKNESSES IDENTIFYING AND UNDERSTANDING COMPETITION

HELP UNCOVER OTHERWISE HIDDEN BUSINESS OPPORTUNITIES

PRODUCT,PRICE PLACE AND PROMOTION

TARGETING THE RIGHT AUDIENCE USING SOCIAL MEDIA STRATEGICALLY



Persona's name
Short summary of the persona

ACTS AS ASORT OF BUSINESS PLAN,PRENTING AN INFORMED BLUEPRINT THAT CAN BE FOLLOWED IN ORDER TO HAVE THE HIGHEST PROBABILITY OF BUSINESS

INFORM ANCD INFLUENCE USTOMERS

HELP UNCOVER OTHERWISE HIDDEN BUSINESS OPPORTUITIES

DEVELOP GOOD AND SERVICES THAT HAVE THE BEST PROFIT MAKING POTENTIAL

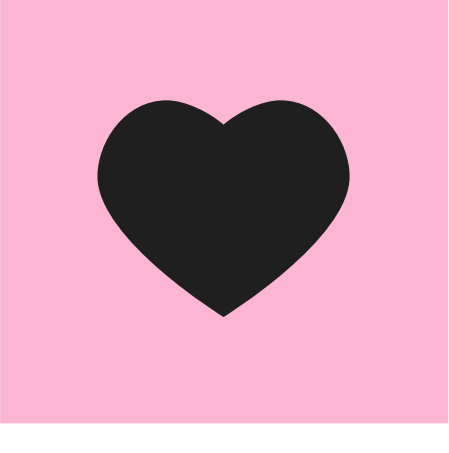
FOCUS ON EACH CONSUMER AS A UNIQUE TARGET,INSTEAD OF SEGMENTING THEM INTO BROAD AUDIENCE GROUPS

MARKETING STRATEGY IS THE MOST UNDERVALUED SKIILL BY BUSINESSES



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?