

THE BASICS

(ADD PROFILE PHOTO HERE)

NAME

AGE

FAMILY STATUS

LOCATION

JOB TITLE

COMPANY

INDUSTRY

SALARY

PERSONALITY TRAITS

CHALLENGES

PAIN POINTS AND FRUSTRATIONS

HOW WE CAN HELP

DECISION-MAKING PROCESS

STEPS TO MAKING A BUYING DECISION

INFLUENCES

NON-NEGOTIABLES

GOALS, VALUES, AND MOTIVATIONS

GOALS

VALUES

MOTIVATIONS

A DAY IN THE LIFE

BEFORE, DURING, AND AFTER WORK

COMMUNICATION AND CONTENT

COMMUNICATION PREFERENCES

CONTENT PREFERENCES