



Says

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

we need a video for our new website

our leadership team aren't interested in video

we are too busy to do videos

I don't want to be on video



Thinks

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

we don't have the budget for video marketing

we've tried it and it didn't work for us

there are too many I can use to make my own videos online

video marketing is all about advertising



Persona's name  
Short summary of the persona

goes to networking events

what they've always done (very little)

too busy to focus on growth

like he could be left behind

talk to others in their industry about what's working

gets overwhelmed by if a optore

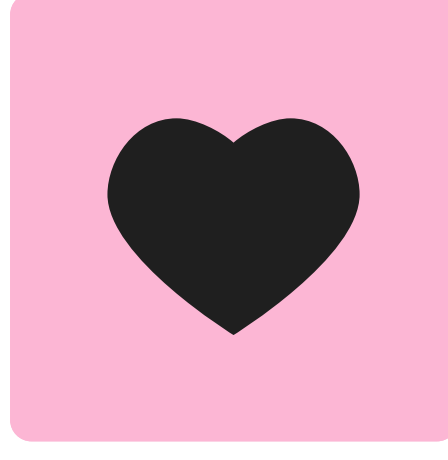
nervous about being on camera

overwhelmed by the options



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?