



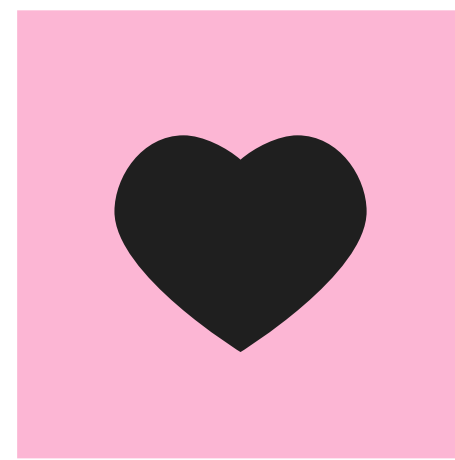
Says

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



Thinks

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



Feels

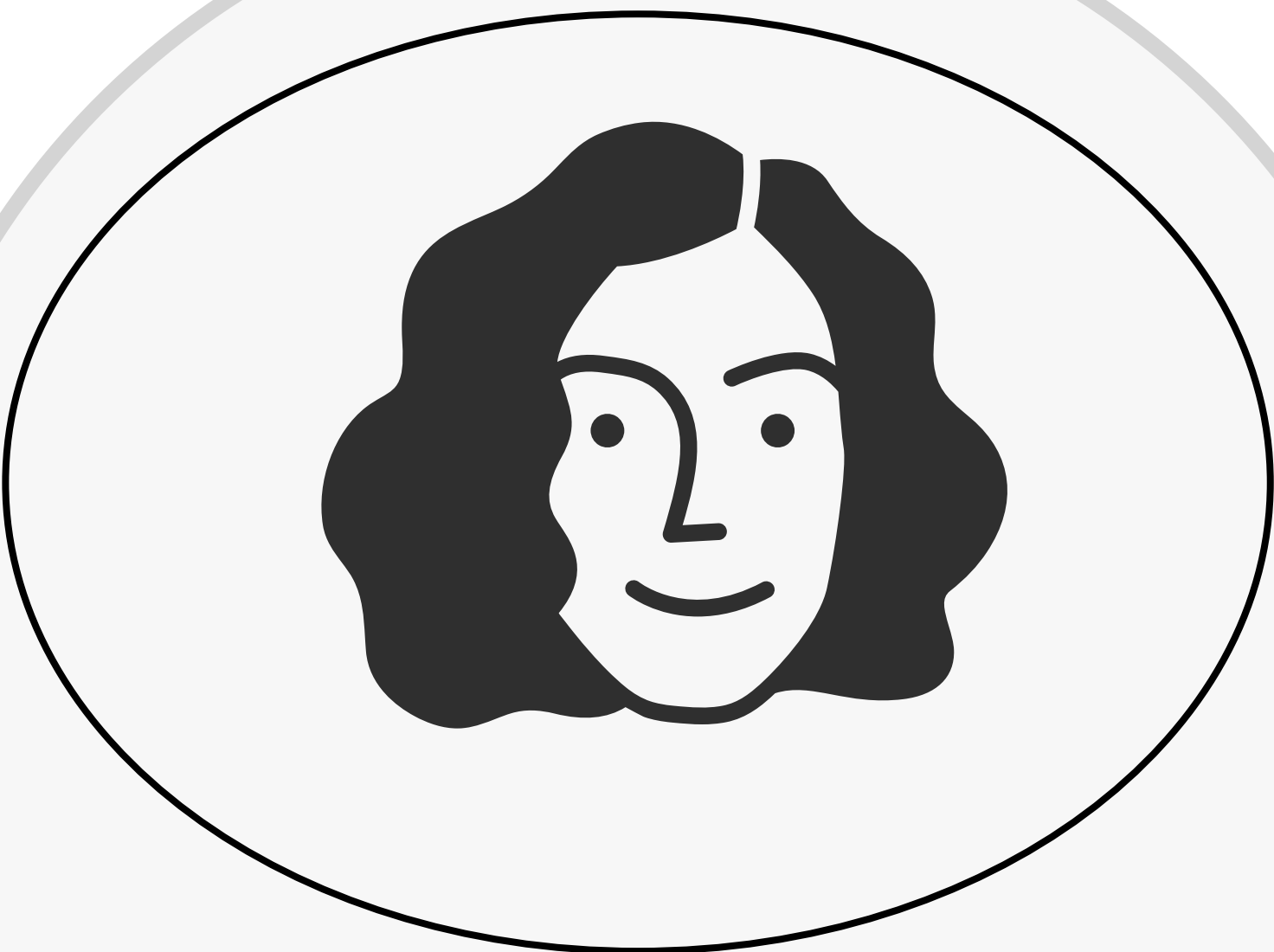
What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?

 [See an example](#)



Short summary of the persona

Choose the right size

Find the right typeface

use your brand's color scheme

Include your business's logo

Organize your information

Include all of your contact details

Select quality materials

Don't forget a call to action

Leave some white space

Place your headshot on the card

Choose a legible font

Add a QR code

Do double duty

Keep it simple

Use quality printing

Proofread before you print