



Says

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

13 brands with  
the best  
personalized  
marketing  
strategies

Personalized  
invitations are  
also more  
effective at  
increasing  
attendance

Personalized  
emails offer six  
times high  
transaction rates  
over generic  
emails



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

Why is this  
so hard?

What is  
best for  
me?

May be this  
isn't the  
best



Type your heading...  
Short summary of  
the persona

Cheaks  
the web-  
site

Asks  
friends

More  
research

Excited

Anxious

Over -  
whelmed



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?

 [See an example](#)