

Example Buyer Persona

CEO Craig



Example Buyer Persona Story



CEO Craig

CEO Craig is a 50-60 year old CEO of a local business. He is the final decision maker at his company.



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His goal is to continue to grow the revenue and success of the company as well as find new products to make his work easier.



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He is married with kids who are on their own. He is very dedicated to his work and constantly working outside the office. He has a large 8-figure income but puts most back into the company.



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CEO Craig

He's tired of the many problems with his current email provider. The network and servers are constantly down, he's hurting his SEO, and there are numerous formatting issues inside his emails.

