

## 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?



vlt Makes a Strong First Impression

It Fosters
Brand
Loyalty.

It's the
Foundation
of Your Brand
Identity

lt's Memorable. It Fosters
Brand
Loyalty.

It Separates
You From
Competition.



Sarmila Muthu

Short summary of the persona

help pique
the interest
of
consumers,

facilitate brand recognition influence investors' decisions

differentiate brands from competitors

convey
what a
brand is all
about

onvey a clear message to their target audience



## Does

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



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



