

A persona is a way to craft, summarise and communicate research about who your potential customers are. A persona is created from observations of many people, and an average is taken. Each persona represents a significant portion of people in the real world and enables your marketing and sales to focus on a memorable cast of customers. This is easier than focusing on thousands of individuals or by basing your strategy on assumptions. Personas aid marketing strategies as well as pricing structures for a targeted audience.

Photo or Illustration	<h3 style="margin: 0;">Social &amp; Personal Interests</h3> <hr/>
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Name	Age	Industry / Audience
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Job Title	Buying Power? <input type="checkbox"/> Yes <input type="checkbox"/> No
Senior Manager	Buying Power? <input type="checkbox"/> Yes <input type="checkbox"/> No

<h3 style="margin: 0;">Skills</h3> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<h3 style="margin: 0;">Personality Traits</h3> <table border="1" style="width: 100%; border-collapse: collapse; font-size: small;"> <thead> <tr> <th colspan="2">Positive</th> <th colspan="2">Negative</th> </tr> </thead> <tbody> <tr><td>Aspiring</td><td>Clever</td><td>Sociable</td><td>Arrogant</td></tr> <tr><td>Energetic</td><td>Serious</td><td>Loyal</td><td>Pessimistic</td></tr> <tr><td>Humble</td><td>Neat</td><td>Persistent</td><td>Under-Acheiver</td></tr> <tr><td>Meticulous</td><td>Quiet</td><td>Encouraging</td><td>Sarcastic</td></tr> <tr><td>Imaginative</td><td>Caring</td><td>Reliable</td><td>Impulsive</td></tr> <tr><td>Observant</td><td>Leader</td><td>Trusting</td><td>Lazy</td></tr> <tr><td>Impartial</td><td>Spiritual</td><td>Helpful</td><td>Thoughtless</td></tr> <tr><td>Confident</td><td>Old Fashioned</td><td>Discreet</td><td>Unfriendly</td></tr> <tr><td>Independent</td><td>Early Adopter</td><td>Optimistic</td><td>Picky</td></tr> <tr><td>Keen</td><td>Relaxed</td><td>Observant</td><td>Technophobe</td></tr> </tbody> </table>	Positive		Negative		Aspiring	Clever	Sociable	Arrogant	Energetic	Serious	Loyal	Pessimistic	Humble	Neat	Persistent	Under-Acheiver	Meticulous	Quiet	Encouraging	Sarcastic	Imaginative	Caring	Reliable	Impulsive	Observant	Leader	Trusting	Lazy	Impartial	Spiritual	Helpful	Thoughtless	Confident	Old Fashioned	Discreet	Unfriendly	Independent	Early Adopter	Optimistic	Picky	Keen	Relaxed	Observant	Technophobe	<h3 style="margin: 0;">Challenges</h3> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
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### 3 Reasons Why They Would Purchase

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### 3 Excuses For Them Not to Purchase

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