



## PERSONA NAME:

Simon

## SECTION 1: WHO?

### BACKGROUND

Job? Career path? Family?

- Entrepreneur
- Works with sales or production. May own his own store.

### DEMOGRAPHICS

Male or female? Age? Income? Location?

- Male
- Age 30-45
- Income unknown, unstable
- U.S.

### IDENTIFIERS

Demeanor? Communication preferences?

- Controls all aspects - finance, development, marketing - no team
- Loves chats
- No written business plan and strategy



**PERSONA NAME:**

**Simon**

**SECTION 2: WHAT?**

## GOALS

Primary goal? Secondary goal?

- Start own business
- Launch online store

## CHALLENGES

Primary challenge? Secondary challenge?

- Big plans, low budget

## WHAT CAN WE DO

... to help our persona achieve their goals?

... to help our persona overcome their challenges?

- Provide technical expertise
- Market Simon's business globally



**PERSONA NAME:**

**Simon**

**SECTION 3: WHY?**

**REAL QUOTES**

About goals, challenges, etc.

•

**COMMON OBJECTIONS**

Why wouldn't they buy your product/service?

•



**PERSONA NAME:**

**Simon**

**SECTION 4: HOW?**

## MARKETING MESSAGING

How should you describe your solution  
to your persona?

- We've got a range of services that suit your budget ....

## ELEVATOR PITCH

Sell your persona on your solution!

- <https://elevatorpitchgenerator.com/>