

Photo

Personality Traits:

Goals:

Social Platforms They're On:

Communication Preferences:
(Email, Phone Call, Text, In-Person, etc.)

How Does Your Product Help Them Achieve Their Goals?

Name:

Challenges:

Demographics:

Information Sources
(Trade Shows, LinkedIn, News Sites, Podcasts, Blogs etc.)

Typical Sales Rejections, Hesitancies, Or FAQs?

Age:

Location:

Professional Title:

Company Size:

What topics do they want to learn about?