
RESULTS DRIVEN APPROACH

Identifying Your Buyers Persona

PERSONAL BACKGROUND	Demographics / Education / Career Path
THEIR COMPANY	Industry / Type of Service / Product(s)
THEIR ROLE	Responsibilities / Typical Day / Knowledge / Skills / Tools
THEIR CHALLENGES	Areas to Improve / Pitfalls
THEIR GOALS	Objectives / Identify Success
HOW THEY LEARN	Participation / Interaction
SHOPPING PREFERENCES	Exposure / Visibility / How Do They Search / Most Recent Purchase