



TARGET AUDIENCE

# PERSONAS



**B** BRAFTON  
FUEL YOUR BRAND





NAME

PROFESSION

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QUOTE

### Basic Information

AGE

SALARY

EDUCATION

EXPERIENCE

### Level of Concern with Pain Points

(Rate on scale of 1 to 5, 5 = highest level of concern)

CLOSING  
ON TIME

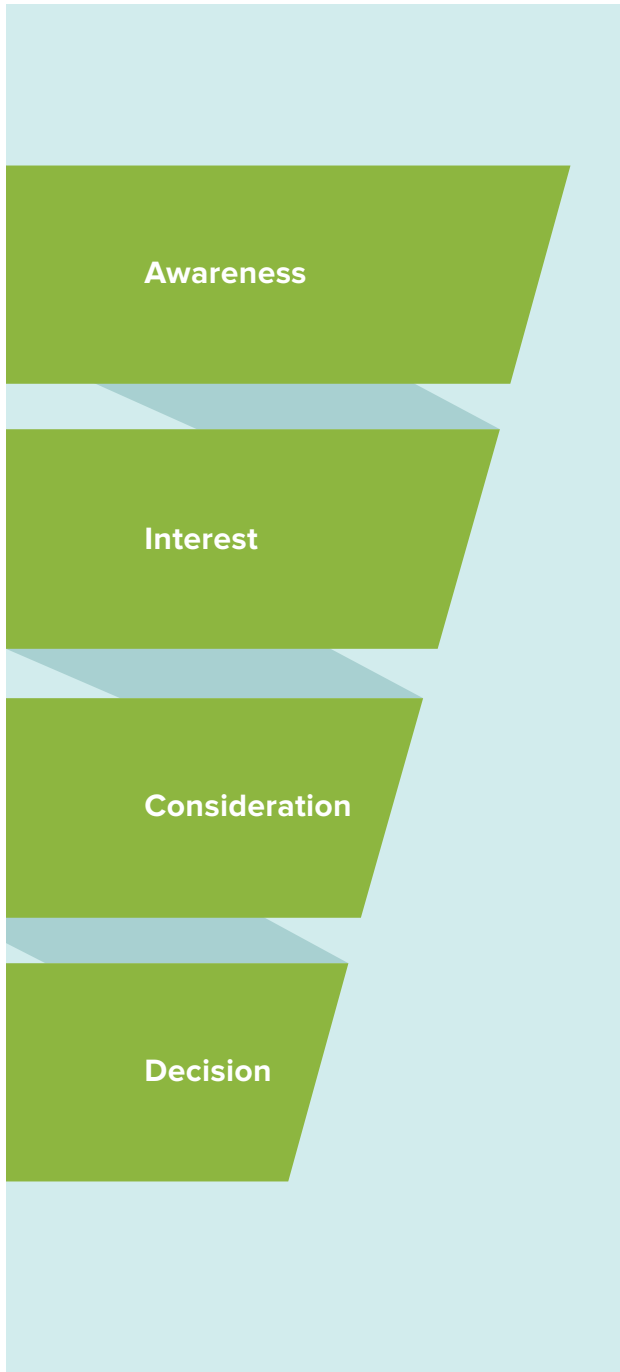
KNOWLEDGE

SERVICE

COST

### Motivations

### Technology/Marketing



What actions might this persona take following a positive interaction with my company?

What influence might this persona have over the decision maker?

What pain points would a strong campaign address for this persona?

What messages would most resonate with this decision maker?

At which stage of the funnel might this persona engage in? (Refer to the stages on the left-side funnel.)