

Persona Identification

Merriam-Webster’s Definition of Persona: An individual’s social façade that reflects the role the individual is “playing”.

Persona Name:_____

Business Identity Information	Answers
Title/Role	
Typical Age	
Male or Female	
Level of Education/University/ School type: (Tech, State, Private, Ivy League)	
Marital Status/Own or Rent/ Live in Suburbs or City	
Children (Total Number)	
Base Salary/ Bonuses Bonus pay is based on “what”	

Business Identity Information	Answers
Company Type/ Size (Revenue/ # of Employees)	
What keeps them up at night? Personally/Professionally	
What are their goals? Personal/Professional	
List professional journals they read	
List genre of “other” books, journals, etc.	
How do they find out about products of interest (online research, trade shows/webinars)	
Business Identity Information	
Preferred method of communication (email, calls, other)	
Hobbies/Interests	