

THE 10 DIGIT HUMAN ADDRESS



Worksheet

Persona: _____

Product: _____

▶ Demographics:

Age: _____

Gender: _____

Ethnicity: _____

Geography: _____

Income / Education: _____

Occupation: _____

Relationship Status / Family Size: _____

Other: _____

▶ Psychographics: (Dominant, Influential, Steadiness, Compliant)

▶ Influencers: (Friends, family, co-workers, social influencers, authorities, celebrities, brands, media, etc.)

▶ **Wants:** (i.e. "It would be nice if..." "Someday we should...")

▶ **Interests:** (Shared hobbies, relationships, passions, beliefs, etc.)

▶ **Needs:** (What are your persona's objectives or needs? What is mission critical for them to achieve? What must your client absolutely avoid?)

▶ **Objections:** (What possible reasons could your persona have to keep from working with you vs. someone else or from not moving forward with the transaction?)

▶ **Fears:** (What keeps this persona up at night? What is stopping them from being successful? What fear might they have about working with you?)

▶ **Frustrations:** (What is this persona experiencing that's different from their expectation about their business? Have they had bad experiences in the past with other vendors? Have they tried to do what you were offering but were not pleased with the outcome?)

▶ **Buying Journey:**
