Client Persona Template B2B: [Name]

tsm
thinksmart marketing

Name

Title:
Demographics [gender, age, income, location]:
Background/Experience:
Stakeholder:

Responsibilities
- [Insert]

How am I evaluated
- [Insert]

Triggers
- [Insert]

What keeps me up at night?
- [Insert]

How do I want to feel?
- [Insert]

How do I consume information/educate myself?
- [Insert]

What will stop me moving forward?
- [Insert]