**USER PERSONA ASSIGNMENT**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| User | **PERSONA PHOTO** |  | **HOPES & DREAMS** |  | **BIG FEAR** |
|  |  |
|  |  |
| **QUOTE** |
|  |
| **NAME** |
|  |
| **AGE** |  |  |
|  | **REASONS TO TARGET THIS USER** | **SALES OBJECTIONS** |
| **GENDER** |  |  |
|  |
| **LOCATION** |
|  |
| **OCCUPATION** |
|  |
| **JOB TITLE** |
|  |
| **KEYWORDS** |
|  |