**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** | |
|  | |