



Mile High Websites & Business Solutions

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USER PERSONA WORKSHEET



JANE DOE

QUOTE THAT CAPTURES PERSONALITY

AGE: _____

JOB: _____

FAMILY: _____

LOCATION: _____

DISC: _____

MISC NOTES: _____

PERSONALITY

INTROVERT EXTROVERT

THINKING FEELING

SENSING INTUITION

JUDGING PERCEIVING

TRAIT 1

TRAIT 2

TRAIT 3

TRAIT 4

GOALS



FRUSTRATIONS



BIO

MOTIVATION

Incentive

Fear

Growth

Power

Social

BRANDS & INFLUENCERS

PREFERRED CHANNELS

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR