Persona Creation One Page Template

Welcome to the one-page template for persona creation. In this exercise we’ll put the research we did on the persona creation worksheet to use. In the process we will be slimming it down to an easily digestible, quick reference guide for sales, marketing, and related team member reference. This is a key step in driving your outreach with persona-centered messaging. By giving your team a quick reference guide, rather than a 20-page document, you’re giving them the tools to put your research to work without having to do a lot of heavy lifting. This template is something that can be posted at their desk, so they can refer to it as they are performing their duties.

The full research document can still be distributed but mainly it would be used for onboarding/retraining. This one-pager will be the daily driver for most reps. The sections shown here are a first step, but you should modify it to showcase whichever sections you feel are most crucial for achieving your stated goal. If you don’t feel the related publications section is important, replace it with something else and solicit feedback from your team.

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| **Persona Title**  **Main product(s) interest:** | | Company Logo | |
| **Alternate titles:**  **Reports to: Report to me:** | | | |
| **Description:** Refer to the job description section on the persona creation worksheet. | | | |
| **What are they looking for from vendors?** Refer to Key results, buyer’s journey and general persona characteristics sections on the persona creation worksheet.   * A * B * C * D   **Pain points:**   * A * B * C * D * E * F   **To excel at work, they:**   * A * B * C * D * E | **How our solution helps (Persona):** Refer to the value propositions section of the persona creation worksheet.   * **Persona-centered benefit**    + (Proof A). What features/services give them that benefit?   + (Proof B). What features/services give them that benefit?   + (Proof C). What features/services give them that benefit? * **Persona-centered benefit 2**   + (Proof A). What features/services give them that benefit?   + (Proof B). What features/services give them that benefit?   + (Proof C). What features/services give them that benefit? * **Persona-centered benefit 3**   + (Proof A). What features/services give them that benefit?   + (Proof B). What features/services give them that benefit?   + (Proof C). What features/services give them that benefit? | | |
| **Responsibilities:**   * Refer to the general persona characteristics section of the persona creation worksheet. And pick the top five. * Responsibility B * Responsibility C * Responsibility D | **Publications:**   * Refer to the general persona characteristics section of the persona creation worksheet. And link directly to them here. | | **Associations:**   * Refer to the general persona characteristics section of the persona creation worksheet. And link directly to them here. |