



Persona Name

Holly

Industry,
geographic or
other segments

Affluent family

Role

Stay-at-home mom (1-3 kids ages
5-18 yrs old), part-time workerWhat do they
value the most?

Family

Education

Bachelors degree

Preferred
Interactions

Email, social media, text

TYPICAL DAY

- Wake up, feed family, take kids to school, work out or walk group/social circles, work up to 6 hours daily- likely no more than 30-40 hours/week, clean the house, go grocery shopping and other errands, plan meals, plan family activities, teacher conferences, after school activities or camps - carpooler, involved in kids sports

BIGGEST CHALLENGES

- Buy the right foods for family they like, especially if family member has food allergy
- Work/life balance
- Family activities and planning
- Accommodating everyone's schedules
- Making extra income for activities/trips/ house upgrades/non-necessities

INFORMATION RESOURCES I TRUST

- Referrals
- Research on the Internet
- Blogs + Social Media
- Group sample sites
- Traditional
- Camps, afterschool programs, PTA meetings

COMMON OBJECTIONS

- Price, availability of purchase and flavors in stores, sugar content, calories, carbs, additional allergies - dairy, nuts, soy

ASSOCIATIONS AND SOCIAL GROUPS

- PTA, book club, fitness groups, community social groups, neighborhood groups, mom specific groups, YMCA or other family centered organization, churches, youth groups, groups through children groups, alumni groups, country club or class/boutique attendee Quick info, video, sharable content, visuals

HOW I AM EVALUATED

- Household management
- Loving mother
- Understanding spouse
- Ability to manage a budget
- Staying in touch with social circles

EXPERIENCE I LOOK FOR WHEN SEEKING OUT YOUR PRODUCT

- Quick info, video, sharable content, visuals like Pinterest, reviews, easy to understand, relatable, simple, convenient



Persona Name	Mike	Industry, geographic or other segments	Variety
Age, Family	21-35, young professional, bachelor, serious relationship, or early in marriage or engaged, undergrad or masters (maybe in business)	Reports to	management, spouse, senior level, self
Role	service, sales, mid-level management, boyfriend, husband, or fiancé, son, fraternity brother, young dad, bachelor	Values	money, image, family/friends, business success
		Preferred Interactions	Work mail, social media, text, In person
		Education	Bachelors degree in business

TYPICAL DAY

- Wake up early, work out before or after work or during lunch, quick breakfast that doesn't take long to consume or make, go to work, eat out for lunch, go to social event or intermural or networking event after work, watch a tv show that they follow, binge watcher

COMMON OBJECTIONS

- Chocolate melts, price, sugar, product availability and location

EXPERIENCE I LOOK FOR WHEN SEEKING OUT YOUR PRODUCT

- Trendy, lifestyle improvements, lists, video, humor, sexiness, quick survey, self help, vision/goal setting, time wasters, efficiency

BIGGEST CHALLENGES

- Work/life balance, food allergies, eating healthy, social life, over commitment, personal image, diet

ASSOCIATIONS AND SOCIAL GROUPS

- School alum, frat alum, local YP groups, sports/active groups, church

RESPONSIBILITIES

- Sales quotas, building personal network, team management, paying bills on time, student loans, car payments, adult problems, taking care of pet

SKILLS/PERSONALITY

- Outgoing personality, active, self starter/entrepreneurial, cocky, confident, multi-tasker, social, aggressive, smart, funny

INFORMATION RESOURCES I TRUST

- NPR, The onion, local online publications, ESPN, GQ, sports illustrated, men's health, maxim, likes social media that doesn't take a lot of time (i.e. YouTube, Instagram, Twitter, LinkedIn), funny or die, word of mouth, coworkers and peers, family, neighbors, sports groups radio/pandora/spotify/podcasts, online digests, search engines

HOW I AM EVALUATED

- Income, place of living, social time, job title, friend group, gifts, time spent/frequency of contact, thoughtfulness, remembering dates, closeness, social associations, network, places of travel, attractiveness/image, measured by tangibles (i.e. car, apartment, technology, clothes, accessories)



Persona Name

Patty

Age, Family

30-55 married

Role

RD, mom, wife, grad degree, multiple certification

Values

Family, personal health, active lifestyle, happy clients, spreading information about industry, successful business

Industry, geographic or other segments

Nutrition, medical field, sports medicine

Reports to

self - maybe has an assistant or admin

Preferred Interactions

Email, phone, in person, print

Education

Bachelors degree

TYPICAL DAY

- Hire household help, involved with kids education

COMMON OBJECTIONS

- Not clean enough ingredients, too many ingredients, high sugar, accessibility, not all natural

EXPERIENCE I LOOK FOR WHEN SEEKING OUT YOUR PRODUCT

- Specific, research, data driven, focused, instant, offering for clients/networking, UX, sharable, educational, trends, repurpose, continuing education, visual/video, traditional print, incentives for clients, surveys

BIGGEST CHALLENGES

- Retention, multi channel ways to educate, educate client base, flexibility, work/life balance, marketing and sales, food and diet, image, personal record, how to place products, recommending specific products

ASSOCIATIONS AND SOCIAL GROUPS

- Active groups, family organizations, gym/family focused place, RD networking, social media, industry specific pubs, PTA

RESPONSIBILITIES

- Clients, family, self

SKILLS/PERSONALITY

- Personable, broad network, social, hard working, ambitious/motivated, self-starter, thoughtful, active,

INFORMATION RESOURCES I TRUST

- Clients
- Social media
- Colleagues
- Continuing education: seminars, webinars, e-Learning workshops publications, conferences/conventions
- Journal articles
- Forums
- Academy of dietetics
- Medical reviews/journals

HOW I AM EVALUATED

- bring equal \$ to the table, good client roster, good following, staying up to date on trends,