



MTM EXECUTIVES

Coaching, Consulting & Services

Empowering the people who power business.

Persona Name:

Real quotes:

Common objections:

Background:

Job/Title, Family, Career path, etc.

Demographics:

Age, Gender, Income, etc.

Identifiers:

Demeanor and communication preferences

Goals and Challenges:

Primary and secondary for each.



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Persona Name:

Images:

Action Plan (Goals):

How can we help achieve their goals?

Action Plan (Challenges):

How can we help overcome their challenges?

Messaging:

How will you express your solutions?

Elevator Pitch:

How will you sell your products/services?
