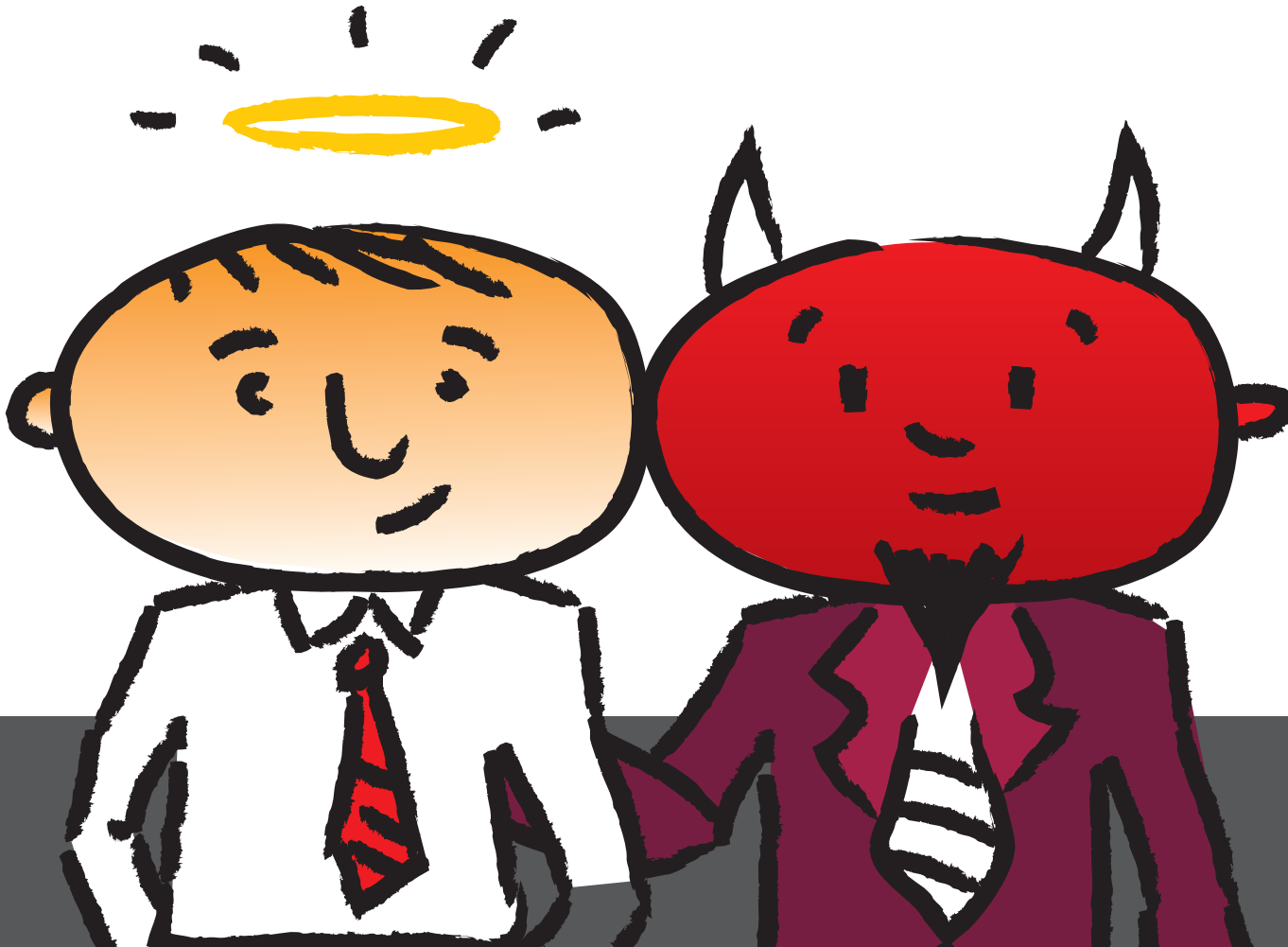


one**RED**bird

# BUILDING PERSONAS



THE ONE RED BIRD  
**PERSONA TEMPLATE**



## Description

## Value Proposition

## Profile

## Pain Points

## Media Preferences

## Motivators

## Attitudes

## Validators

## Key Insights

## Quotes



**Description** tells a story about the persona that is memorable and easy to remember.

**Value Proposition** describes how the product or service applies to the persona.

**Profile** describes any meaningful demographic information.  
– Gender, Age, Job Title, Industry, Role (Influencer, Decision Maker, Budget Holder)

**Media Preferences** form the basis for broad scope marketing programs to leverage insights and attract a broader but similar audience.

**Attitudes** describe how the persona feels towards vendors, the buying process and their need for the product or service.

**Key Insights** detail the most pertinent element of the persona for marketing activation.

**Pain Points** are simply the set of stimuli that cause a prospect to react with a set of actions that minimize or eliminate negative outcomes. These are the things that most trouble a prospect and can be the most powerful motivating force behind rational decision making.

**Motivators** are the set of stimuli that inspire action to encourage or repeat a positive outcome.

**Validators** are used to better understand the prospect's decision-making process.

**Quotes** detail any insightful comments that are best served verbatim.



# ABOUT US

One Red Bird is a **marketing services firm** that transforms how **B2B marketing** can be used to drive revenue performance and fuel business growth. With deep expertise in marketing automation, content creation and marketing strategy, One Red Bird can develop, streamline, and resource your demand generation program.

## Contact Us

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