Great introductory videos: <https://academy.hubspot.com/buyer-personas-videos-training>

**Persona Name: Sample Sam**

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**Demographics:**

* Age: 30-40
* Race: Mostly white
* Gender: Skews female
* Occupation: CEO
* Marital Status: Skews married with no kids
* Education: Bachelors or higher
* Church/spiritual background: N/A
* Income level: $60,000-$100,000/yr
* Where do they go for information: Medium; Twitter; LinkedIn; NYTimes; online discussion groups
* Other info:
  + Started the company four years ago.

**Persona’s Goals:**

* Wants to grow the team by the end of the year.
* Wants to double income by this time next year.
* Needs to attract higher dollar customers.
* Needs to attract long-term customers.

**Persona’s Identifiers:**

* Buzzwords: Millennial
* Demeanor: Extrovert; Active; Loves meeting new people; Curious
* Communication Preferences: Email for business; Slack; Twitter; Basecamp

**Persona’s Pain Points:**

* Can’t seem to get consistent income. Lots of ebb and flow.
* Isn’t sure how to budget for a sales/marketing person.

**How can we address their pain points?**

* Provide business mentoring so she can achieve more consistency in her business.
* Provide a flexible mentoring model so she can work at her own pace and income level.
* Provide easy tools to track and predict income.

**Real Quotes (about goals, challenges, etc.):**

* “I just can’t figure out how to budget for a teammate.”
* “I always wanted a business coach.”

**Common Objections:**

* I don’t know how to fit in mentoring.
* Shouldn’t I be able to do this on my own?

**Marketing Message (How should you describe your solution to this persona?):**

* Flexible Business Mentoring for Your Budget

**Elevator Pitch:**

* Your 30-second spiel for this persona: We provide one-on-one business mentoring, at a price you can afford, so that you can achieve the business goals you’ve always wanted hit!