



## Homework Assignment #3 – Buyer Personas

	<b>Persona #1</b>	<b>Persona #2</b>	<b>Persona #3</b>	<b>Persona #4</b>
<b>Name</b>				
<b>Description</b>				
<b>Goals or Objectives</b>				
<b>Frustrations or Pain Points</b>				
<b>Decision Process</b>				
<b>Decision Criteria</b>				
<b>Marketing Channels</b>				