Darcy Truett

Background / Demographics

Job? Career Path? Family? Lifestyle? Age? Income?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Real Quotes

About goals, challenges, etc.

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Goals / Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Identifiers

Communication preferences? Social media platforms?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

What can we do?

...to help our persona achieve their goals?
...to help our persona overcome their challenges?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Marketing Message

How can you describe your solution to have the biggest impact on your persona?

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- Your text here
- Your text here

- Your text here
- Your text here
- Your text here

- Your text here
- Your text here
- Your text here