

# Persona Name

Paste a photograph here

## Demographics

Age:  
Family status:  
Location:  
Job title:  
Income:  
Education:

## Psychographics

Describe their personality, values, interests and lifestyle:

## Pain points

Challenges they face:

## Desires

What is their desired future state, what change do they want to see in their live from overcoming their challenges:

## How they find information

Where do they go to learn new information about how to solve their problems:

## Who /what are they influenced by

What influences their decision to part with their money:

# Jane McDonald



## Demographics

35  
 Married, 2 kids  
 Lives in Wellington  
 Earns \$85K  
 Works as a Project Manager  
 Tertiary qualification

## Psychographics

Jane is a busy working mum of 2 who is struggling with anxiety and the pace of life. She is quite social and has a good group of friends to lean on. She has a supportive husband but still struggles to prioritise her own mental health above her family.

## Pain points

I am so rushed off my feet, I never have time to just relax, I feel quite anxious with the kids and work. Everything seems to be going so fast. I am tired, I am short with my husband. We have been arguing more lately and I'm worried about how this will impact our kids. I am still highly stressed and nothing my doctor has given me has worked to calm my nerves and allow me to be in the moment with my family. I feel lost and helpless, I have been struggling like this for a while and I am beginning to feel broken.

## How they find information

I spend quite a bit of time on Instagram scrolling through reels in the evenings. I have a really good network of friends who often refer products and service to me.

## Desires

I want to feel much more together, feel calm and in control of my life. I still have the odd bad day but I know I have tools to fall back on and continue to practice my energy balancing.

I feel hopeful that I will never reach the dark place I was previously in.

My kids are more balanced and relaxed. I enjoy chasing after them now, it builds up my energy instead of draining me.

## Who are they influenced by

I find it hard to spend money on myself as we have a family I always try to prioritise their needs over mine. Even though my husband encourages me to get a massage or get my hair done, I still struggle to spend the money.

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Bring your persona to life with a photo of them

Paste a photograph here

## Demographics

Age:  
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How you market your brand

## Psychographics

Describe their personality, values, interests and lifestyle:

How your brand should align with their values?

## Pain points

Challenges they face:

How you should position your brand as the solution

## How they find information

Where do they go to learn new information about how to solve their challenges:

Where your brand should show up

How your solution can help them get here

## Desires

What is their desired future state, what change do they want to see in their live from overcoming their challenges:

Who else do you need to market to?

## Who /what are they influenced by

What influences their decision to part with their money:



**Pain points**

**Desires**

**Demographics**

**Psychographics**

**How they find information**

**Who are they influenced by**