



# Map Your Persona

		3 Answers:	SMART Actions:
<b>Persona Name:</b> <div style="border: 2px solid orange; width: 150px; height: 40px; margin-top: 5px;"></div>	<b>5 Key Questions:</b>		
	<b>Who Are They?</b>	<div style="border: 1px solid orange; height: 25px; margin-bottom: 5px;"></div> <div style="border: 1px solid orange; height: 25px; margin-bottom: 5px;"></div> <div style="border: 1px solid orange; height: 25px;"></div>	} }
	<b>Why Are They Searching?</b>	<div style="border: 1px solid orange; height: 25px; margin-bottom: 5px;"></div> <div style="border: 1px solid orange; height: 25px; margin-bottom: 5px;"></div> <div style="border: 1px solid orange; height: 25px;"></div>	} }
	<b>How Are They Searching?</b>	<div style="border: 1px solid orange; height: 25px; margin-bottom: 5px;"></div> <div style="border: 1px solid orange; height: 25px; margin-bottom: 5px;"></div> <div style="border: 1px solid orange; height: 25px;"></div>	} }
	<b>Why Will They Choose You?</b>	<div style="border: 1px solid orange; height: 25px; margin-bottom: 5px;"></div> <div style="border: 1px solid orange; height: 25px; margin-bottom: 5px;"></div> <div style="border: 1px solid orange; height: 25px;"></div>	} }
	<b>Why Won't They Choose You?</b>	<div style="border: 1px solid orange; height: 25px; margin-bottom: 5px;"></div> <div style="border: 1px solid orange; height: 25px; margin-bottom: 5px;"></div> <div style="border: 1px solid orange; height: 25px;"></div>	} }