



Buyer Persona Story Mapping™

Buyer Persona					
Persona Buying Cycle™	Audience “Not in the Market”	Lead “Not Ready to Buy”	Buyer “Ready to Buy”	Customer “Active User and Customer”	Brand “Ready to Re-Buy and Expand”
Buyer Persona Goals					
Buyer Persona Activities					
Buyer Persona Stories™					
Buyer Persona Scenarios™					

