

DRIVER PERSONA # 1

Section 1: Who?

BACKGROUND

Job? Career? Path?
Family?

DEMOGRAPHICS

Male/Female? Age?
Income? Location?

IDENTIFIERS

Demeanor?
Communication
Preferences?

DRIVER PERSONA # 1

Section 2: What?

GOALS

Primary Goal?
Secondary Goal?

CHALLENGES

Primary challenge?
Secondary challenge?

WHAT CAN WE DO?

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

DRIVER PERSONA # 1

Section 3: Why?

REAL GOALS

About goals, challenges,
etc.

**COMMON
OBJECTIVES**

Why wouldn't they want to
drive for your company?

DRIVER PERSONA # 1

Section 4: How?

MARKETING MESSAGING

How should you describe your
solution to your persona?

ELEVATOR PITCH

Sell your persona on your
solution!

DRIVER PERSONA # 2

Section 1: Who?

BACKGROUND

Job? Career? Path?
Family?

DEMOGRAPHICS

Male/Female? Age?
Income? Location?

IDENTIFIERS

Demeanor?
Communication
Preferences?

DRIVER PERSONA # 2

Section 2: What?

GOALS

Primary Goal?
Secondary Goal?

CHALLENGES

Primary challenge?
Secondary challenge?

WHAT CAN WE DO?

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

DRIVER PERSONA # 2

Section 3: Why?

REAL GOALS

About goals, challenges,
etc.

COMMON OBJECTIVES

Why wouldn't they want to
drive for your company?

DRIVER PERSONA # 2

Section 4: How?

MARKETING MESSAGING

How should you describe your
solution to your persona?

ELEVATOR PITCH

Sell your persona on your
solution!

DRIVER PERSONA # 3

Section 1: Who?

BACKGROUND

Job? Career? Path?
Family?

DEMOGRAPHICS

Male/Female? Age?
Income? Location?

IDENTIFIERS

Demeanor?
Communication
Preferences?

DRIVER PERSONA # 3

Section 2: What?

GOALS

Primary Goal?
Secondary Goal?

CHALLENGES

Primary challenge?
Secondary challenge?

WHAT CAN WE DO?

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

DRIVER PERSONA # 3

Section 3: Why?

REAL GOALS

About goals, challenges,
etc.

COMMON OBJECTIVES

Why wouldn't they want to
drive for your company?

DRIVER PERSONA # 3

Section 4: How?

MARKETING MESSAGING

How should you describe your
solution to your persona?

ELEVATOR PITCH

Sell your persona on your
solution!

DRIVER PERSONA # 4

Section 1: Who?

BACKGROUND

Job? Career? Path?
Family?

DEMOGRAPHICS

Male/Female? Age?
Income? Location?

IDENTIFIERS

Demeanor?
Communication
Preferences?

DRIVER PERSONA # 4

Section 2: What?

GOALS

Primary Goal?
Secondary Goal?

CHALLENGES

Primary challenge?
Secondary challenge?

WHAT CAN WE DO?

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

DRIVER PERSONA # 4

Section 3: Why?

REAL GOALS

About goals, challenges,
etc.

COMMON OBJECTIVES

Why wouldn't they want to
drive for your company?

DRIVER PERSONA # 4

Section 4: How?

MARKETING MESSAGING

How should you describe your
solution to your persona?

ELEVATOR PITCH

Sell your persona on your
solution!



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