

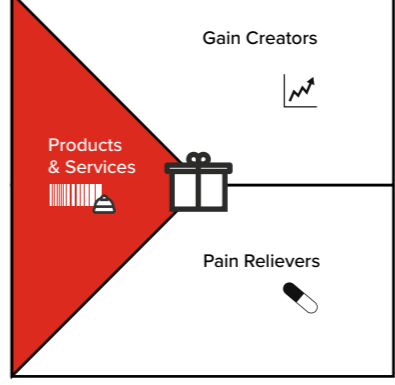

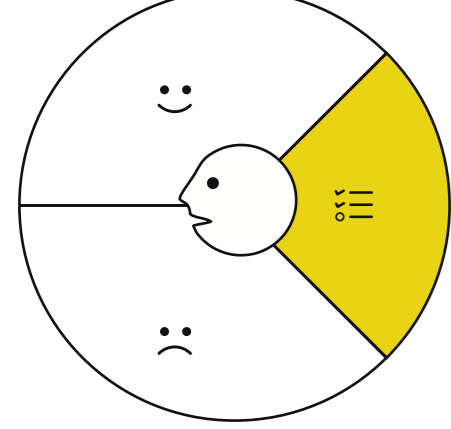
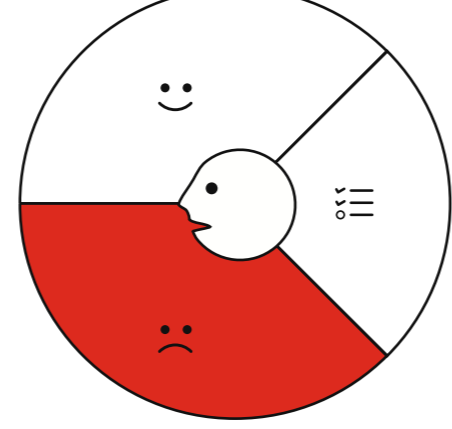
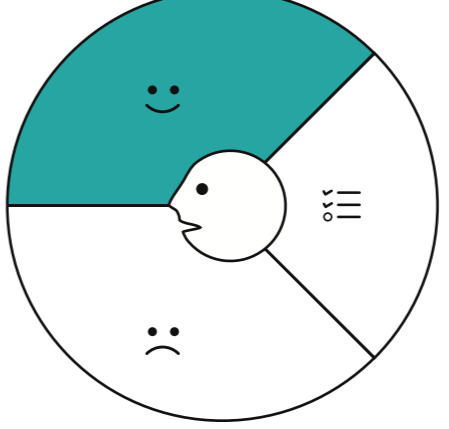

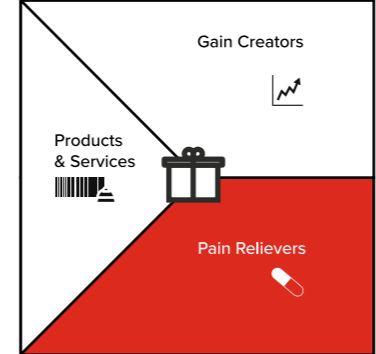





THE PERSONA CANVAS

Designed for:

Date:

PROFILE DATA 	PERSONALITY 	PRODUCTS/SERVICES 	TRENDS 
JOBS(S) 	PAINS 	GAINS 	
POSITIONING STATEMENT 	PAIN RELIEVERS 	GAIN CREATORS 	
BRAND 	CHANNELS 	COMMUNICATIONS 