

EDUCATOR PERSONA - MEET: _____



ROLE

Job title: _____

Education: _____

Reports to: _____

School District (Check all that apply)

What a typical day looks like:

SCHOOL/DISTRICT

Urban Suburban Rural (Check all that apply)

School size / district size / class size: _____

JOB RESPONSIBILITIES

 What is this educator tasked to do, and how does he/she get it done?

JOB CHALLENGES

 What roadblocks does the educator encounter?

INVOLVEMENT IN EDUCATION PURCHASING

Influencer Decision Maker Both (check all that apply)

Purchasing authority: Yes No

Budget control: Yes No

Works closely with: _____

What purchasing decisions is this educator responsible for or involved with? _____

For which products and services? _____

INFORMATION I NEED

 What information does the educator need to succeed and make better purchasing decisions?

MARKETING PREFERENCES

How does the educator like to receive information from education vendors? _____

How much information does he/she want to receive; how often? _____

Who/what does he/she trust for information about education products and services? _____

MESSAGE

 What is the best way to describe your product or service to this educator?

VALUE PROPOSITION

 What key pain points does your product or service solve for this educator?
