

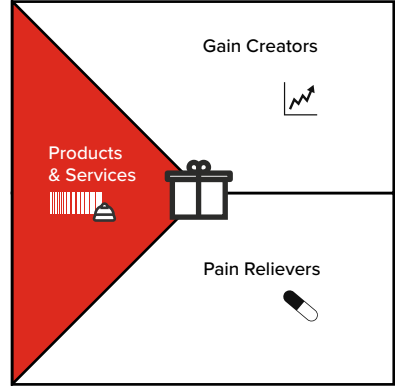

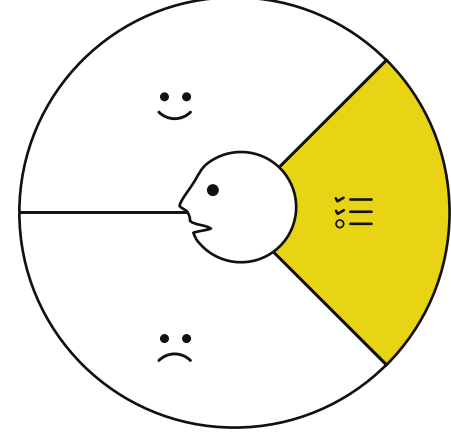
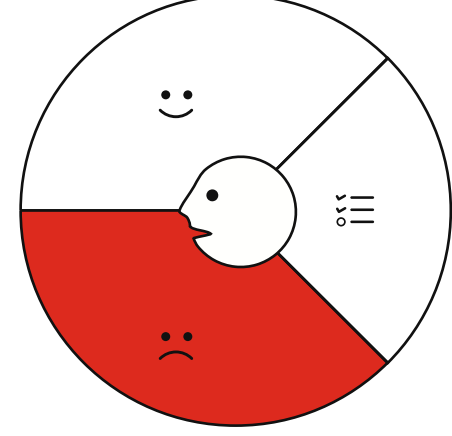
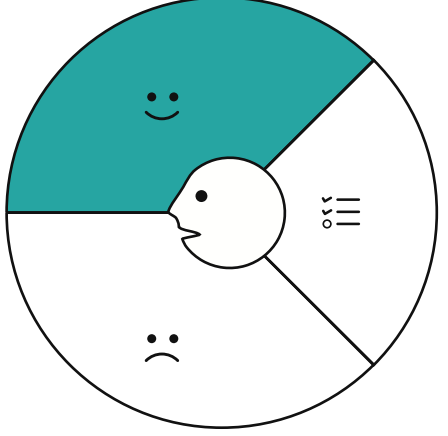
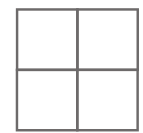
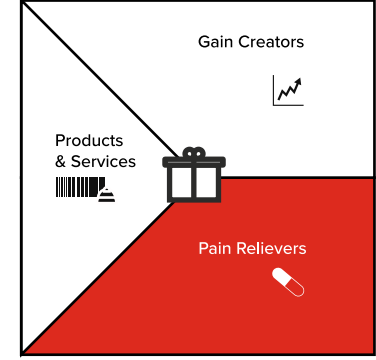
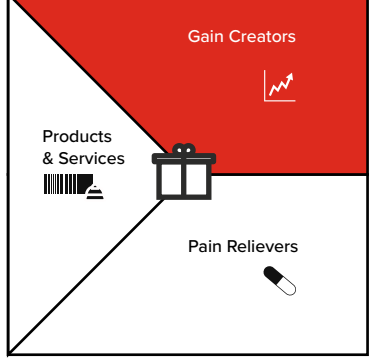

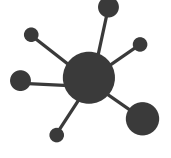


THE PERSONA CANVAS

Designed for:

Date:

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