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**Buyer Persona Template**

#### Buyer name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Short description of this buyer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## **1. Demographics**

Age, location, gender, income and education

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Age | Location | Gender | Income | Education |
|  |  |  |  |  |

**2. Background**

## Current, past and future career paths

|  |  |
| --- | --- |
| Job | Career path |
|  |  |

Family and lifestyle

|  |  |
| --- | --- |
| Family | Lifestyle |
|  |  |

## **3. Preferred communication channels**

What devices does this persona use to communicate?

| Device preferences | Why? |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

Which social media platforms does this persona prefer?

| Social media platforms | Why? |
| --- | --- |
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|  |  |
|  |  |
|  |  |
|  |  |

## **4. Goals**

What are this persona's goals?

|  |  |  |  |
| --- | --- | --- | --- |
| Primary professional goals | Secondary professional goals | Personal goals | Long- or short-term goals |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## **5. Metrics**

How does this persona measure their success?

| Top metrics tracked |
| --- |
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|  |
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## **6. Challenges and pain points**

What challenges, pain points and other obstacles get in the way of this persona's success?

| Challenges, pain points and other roadblocks |
| --- |
|  |
|  |
|  |

## **7. Real-world insight**

What have real people who fit this persona said about their goals and challenges?

## **8. Action opportunities**

## How can we help this persona overcome their challenges and meet their goals?

## **9. Marketing message**

## What message or messages do we want to convey to this persona?

## **10. Common objections**

What would prevent this persona from buying our product or service?