

Buyer Persona

WORKSHEET

Buyer personas are fictional, generalized representations of your ideal customers. They help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different types of buyers.

The strongest buyer personas are based on market research as well as on insights you gather from your actual customer base through surveys and interviews.

You could have as few as one or two personas, or as many as 10 or 20, it really depends on your business.

What are some of your ideal customers? i.e. retired couples, new mothers, families with children at certain ages

1

2

3

4

5

Buyer Persona

WHO

In this section, you'll fill out your persona's background, demographics, and identifiers.

What is their background? i.e. job, career path, family

What are their demographics? i.e. male or female, age, income, location

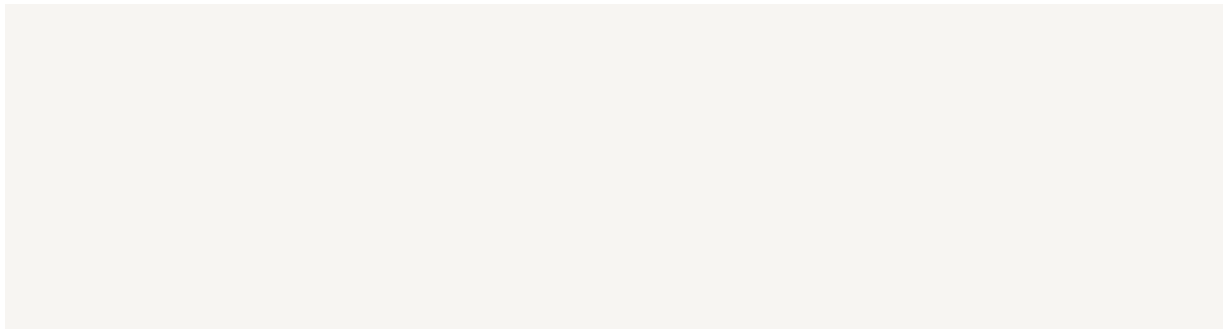
What are their identifiers? i.e. demeanor, communication preferences

Buyer Persona

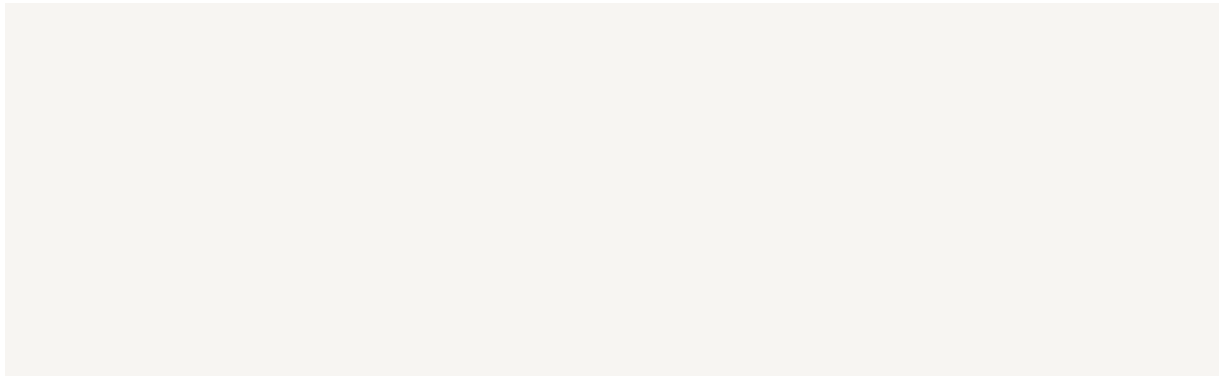
WHAT

In this section, you'll fill out your persona's goals + challenges and what your business can do to help them achieve their goals and overcome their challenges.

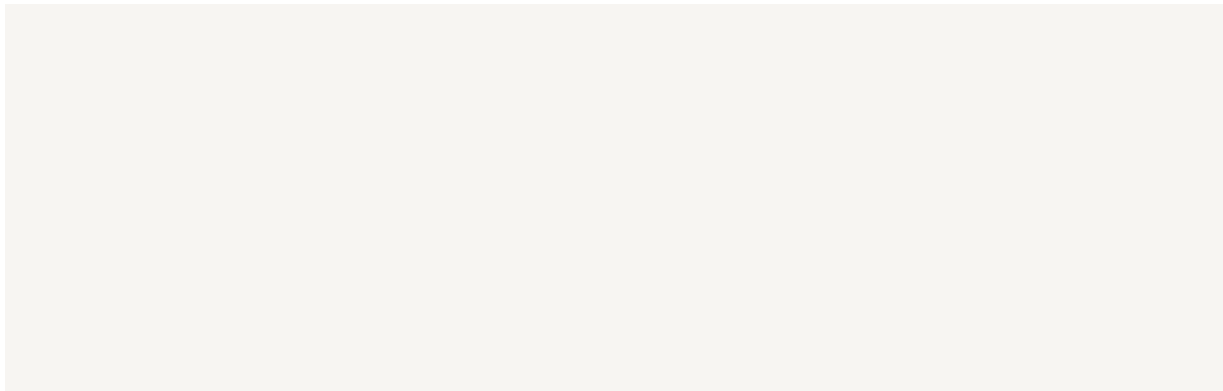
What are their goals? i.e. renovate their kitchen, buy an R.V. for retirement



What are their challenges? i.e. not knowing where to start, budget



How can you (and your business) help them overcome their challenges + achieve their goals?



Buyer Persona

WHY

In this section, use quotes from customers and potential customers from surveys + interviews. Also be sure to add common objections.

Quotes about their goals

A large, empty rectangular box with a light beige background, intended for writing quotes about customer goals.

Common objections i.e. money, time, etc.

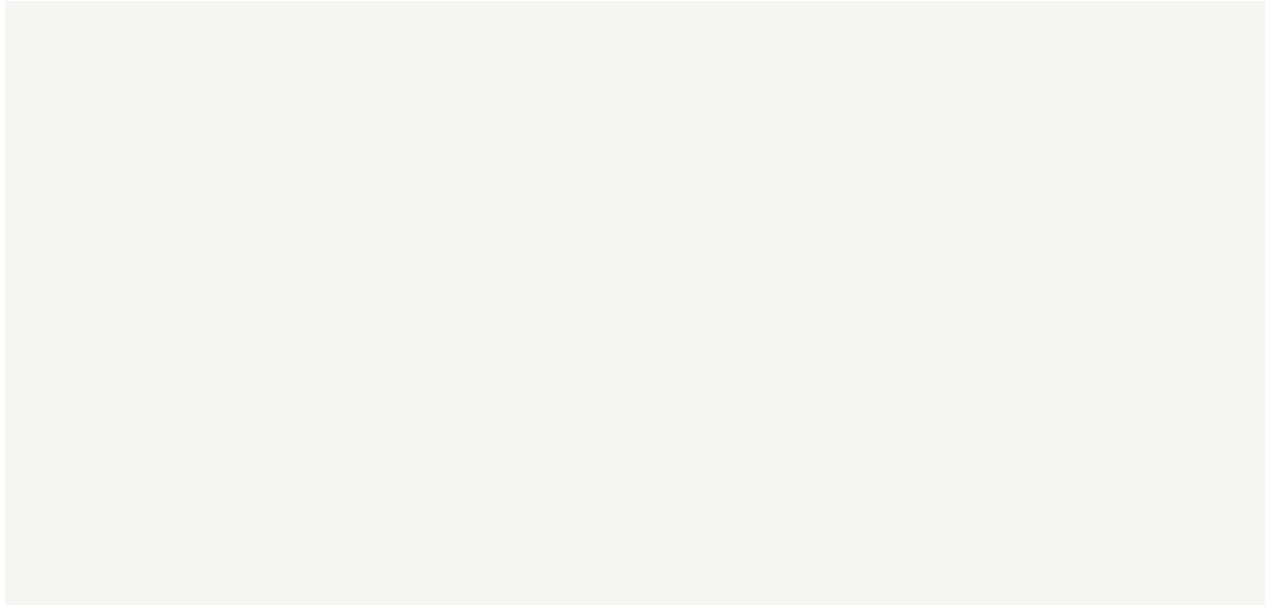
A large, empty rectangular box with a light beige background, intended for writing common objections such as money or time.

Buyer Persona

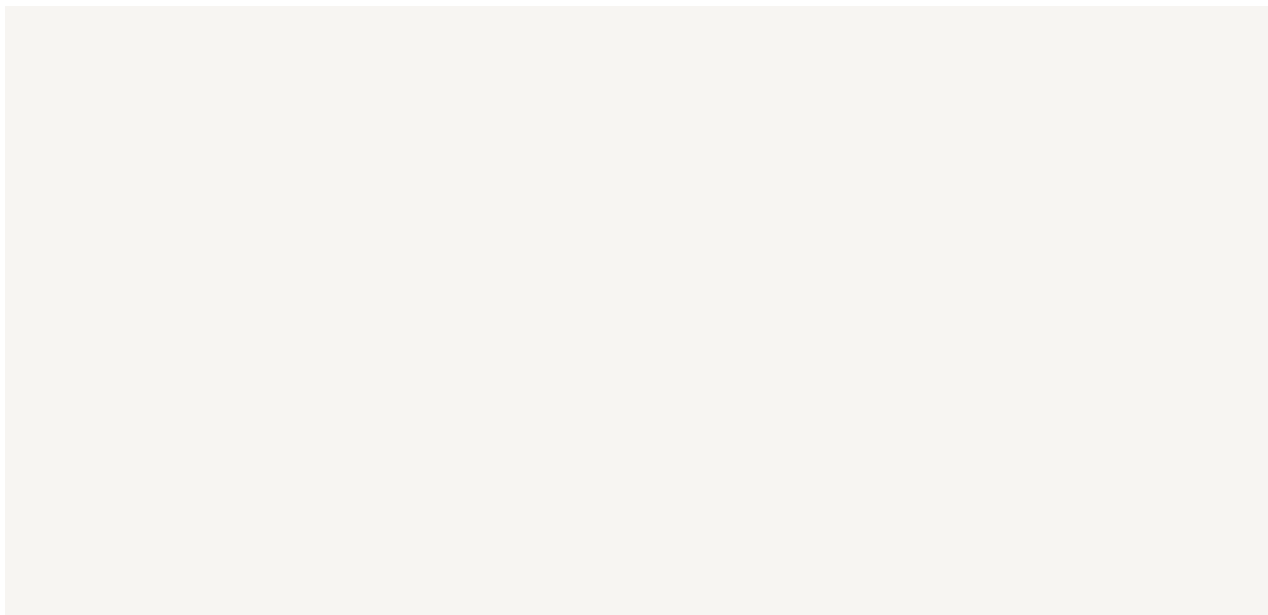
HOW

In this final section, create your marketing message that you'll use for this buyer persona.

Marketing message- how should you describe your offering to this persona?



Elevator pitch- how are you going to sell your product/service to this persona?



Buyer Persona

20 Questions To Ask In Interviews

Role

1. What is your job role? Your title?
2. How is your job measured?
3. What does a typical day look like?
4. What skills are required to do your job?
5. What knowledge and tools do you use in your job?
6. Who do you report to? Who reports to you?

Company

7. In which industry or industries does your company work?
8. What is the size of your company (revenue, employees)?

Goals

9. What are you responsible for?
10. What does it mean to be successful in your role?

Challenges

11. What are your biggest challenges?

.

Buyer Persona

Watering Holes

12. How do you learn about new information for your job?
13. What publications or blogs do you read?
14. What associations and social networks do you participate in?

Personal Background

15. Describe your personal demographics (if appropriate, ask their age, whether they're married, if they have children).
16. Describe your educational background. What level of education did you complete, which schools did you attend, and what did you study?
17. Describe your career path. How did you end up where you are today?

Shopping Preferences

18. How do you prefer to interact with vendors (e.g. email, phone, in person)?
19. Do you use the internet to research vendors or products? If yes, how do you search for information?
20. Describe a recent purchase. Why did you consider a purchase, what was the evaluation process, and how did you decide to purchase that product or service?

Buyer Persona

THE STORY

Write a short story including all the points you just went over. Be sure to give your persona a name, i.e. Pest Control Pete or Accountant Amy

