

# **BUYER PERSONA**

**NAME:**

Age: .....

Gender: \_\_\_\_\_

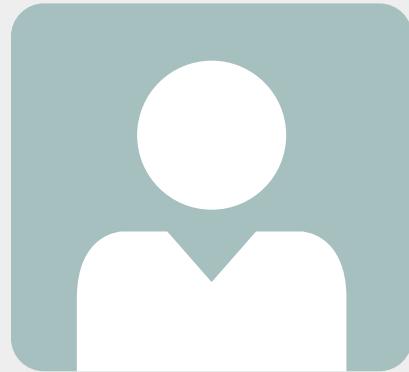
Income: .....

Location: .....

Family Situation: \_\_\_\_\_

Annual Income:

#### **Education:**



## **PROFESSIONAL ROLE**

Industry: .....

Job Title: \_\_\_\_\_

Company Size: \_\_\_\_\_

## **PERSONAL PHILOSOPHY QUOTE:**

66

99

## **VALUES AND GOALS**

What does he/she strongly believe in? What are the characteristics of his/her personality? What are his/her professional goals? What are his/her personal goals?

- .....  
.....  
.....  
.....  
.....  
.....

## **CHALLENGES**

What are his/her pain points? What challenges is he/she facing? What is he/she afraid of?

- .....
  - .....
  - .....
  - .....
  - .....

## SOURCES AND INFLUENCE

#### Blogs/Websites:

### Magazines:

#### Conferences:

## Books:

## Thought Leaders:

## **BUYING DECISIONS**

What is his/her role in the purchase process? How does he/she regularly buy? What are his/her objections to making a purchase?

- - 
  - 
  - 
  - 
  - 
  -