

BUYER PERSONA

NAME:

Age:
Gender:
Income:
Location:
Family Situation:
Annual Income:
Education:



PROFESSIONAL ROLE

Industry:
Job Title:
Company Size:

PERSONAL PHILOSOPHY QUOTE:



.....



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?

-
-
-
-
-
-