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# **Create a Buyer Persona & Unique Selling Proposition**

Company Name:

Date:

**1. Create a Buyer Persona**

Who exactly are your customers and what specific problem are you solving for them?

1. **What are they trying to achieve:**
2. **Name:**
3. **Age:**
4. **Gender:**
5. **Address:**
6. **Occupation:**
7. **Married (Y/N):**
8. **Children (Y/N):**
9. **Specific problem you can help with:**
10. **5 Places they spend their time online/offline to resolve this problem:**
    * 1
    * 2
    * 3
    * 4
    * 5

**2. Identify Your Unique Selling Proposition**

How will your product/service succeed in the marketplace where others may have failed?

1. **Product/Service Description:**
2. **What are you not going to do:**
3. **What will be unique:**
4. **Proof can deliver on the promise:**
5. **Pricing Strategy:**

[Example Buyer Persona & Unique Selling Proposition](https://docs.google.com/document/d/1zr51oAIyN38DBbEoeAIo-9BjGJGgLyAdd1s1dzct8iM/edit)