

Buyer Persona Template



Provide one, powerful sentence that encapsulates this person's primary role and how they perceive themselves.

Summarize the persona's roles, goals, challenges, and story in 3 to 5 impactful sentences. This entire section should provide a high-level snapshot of who this person is for those who are in a hurry. It is typically best to write this section last.

Roles: Using first-person language, describe your target buyer's primary role(s), their career path, and how they view themselves (or want to be viewed) within the context of these roles (e.g. – are they new to the job, a seasoned subject matter expert, a motivational leader, etc.)

Goals: Describe this person's primary goals and objectives. This can include the specific KPI's that measure their professional performance, as well as personal goals, such as a societal impact or a lavish lifestyle.

Challenges: Provide insight into the pressures this person faces. This section should include as much detail as possible, especially when it comes to the challenges your business can help with. If it's useful, highlight key challenges using bullets and/or bolding.

Age / Gender Provide a range

Education Provide an average

Income Provide a range

Location Urban or Suburban, Country?

Story:

Explain how this person spends their days – the things that consume the bulk of their time, the people they interact with, what those relationships are like, and the everyday stressors that impact how they make decisions. Provide as much context as possible to give a complete picture of the pace of their work, how it makes them feel, and how they seek solutions to problems.

Discuss the objections this person might have when it comes to your solutions. Are they worried about cost, the value of your products or services, or something else? What would motivate them to work with you or invest in what you offer? What proof points or evidence would convince them to commit their time and/or money to your business?