



Buyer Persona Worksheet

Create A Buyer Persona

A buyer persona is a fictional representation of your ideal customer. It helps paint a picture of who your ideal customer is, what they value and how your solution fits in with their daily lives. It also helps you to develop marketing messages that will connect your product or service solution with your ideal customer.

Background:

- Basic details about persona's job role
- Key information about the persona's company
- Relevant background info, like education or hobbies

Demographics:

- Gender
- Age Range
- Household Income (Consider a spouse's income, if relevant)
- Location (Is your persona urban, suburban, or rural?)

Identifiers:

- Buzz words
- Mannerisms

Goals:

- Persona's primary goal
- Persona's secondary goal

Challenges:

- Primary challenge to persona's success
- Secondary challenge to persona's success

How we help:

- How you solve your persona's challenges
- How you help your persona achieve goals

Real Quotes:

- Include a few real quotes – taken during your conversations – that represent your persona well. This will help employees relate to and understand your persona.

Common Objections:

- Identify the most common objections your persona will raise during the sales process.

Marketing Messaging:

- How should you describe your solution to your persona?

Elevator Pitch:

- Make describing your solution simple and consistent across everyone in your company.
