

Buyer Persona Worksheet



Buyer Personas are generalized representations of your ideal customers. Creating them makes it easier to understand their behavior, meet their needs and address their concerns.

Market research and data from your customers, sales team and others form the basis of the Best Buyer Persona. You may have 1, 2 or several. Start with your highest value profile first. If possible, create male and female profiles. Give your personas a name & face, but don't describe just one real customer. Look for trends, patterns & generalizations that fit the "type" of customer you want.

Persona Name: (ex: Uninsured Alex)	
Background: (industry, job/role, married, family?)	
Demographics: (age, gender, income, location)	
Identifiers: (communication preferences, needs, interests)	
Goals & Motivators: (what is valued, wanted, important?)	
Problem: (challenges, concerns)	
How we can help: (solution, impact, feeling)	
Common Objections: (why wouldn't they buy?)	
Messaging: (How should we talk about our product or service with this person?)	