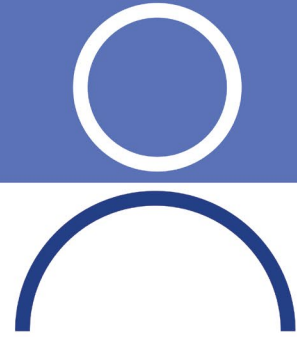




Buyer Persona



BACKGROUND & DEMOGRAPHICS

Name:

Age:

Gender:

Income:

Family Situation:

Education:

PERSONALITY

What are their personal interests?

What are their values and what matters to them?

How would you describe their character?

BUYING DECISIONS

What do they want to achieve?

What is their role in the purchase process?

How do they regularly buy?

Why would they not buy from you?

PROFESSIONAL ROLE

Industry:

Job Title:

Company Size:

CHALLENGES

What are their pain points?

What challenges are they facing?

What are they afraid of?

CHANGE EXPECTATIONS

What change are they looking to achieve?

saving time

reducing complexity

saving money

ease of use of the solution

OTHER

SOURCES AND INFLUENCE

Blogs/Websites:

Magazines:

Conferences/Events:

Books:

Thought Leaders:

Social Networks:

