Buyer Persona Development Template

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| Background and demographics |
| Age, gender preference (if relevant), family, lifestyle, personality traits, location, job, career path, income… |
| Other identifiers |
| Think about their communication preferences, do they use social media platforms? Which ones do they use to gather information and search for work related content? Are they tech savvy? Where else do they go for information to support their decisions/educate? |
| Goals | Challenges |
| * What are they trying to achieve?
* Personal vs professional?
* Think about both primary and secondary goals!
 | * What’s keeping them awake at night?
* Are there any roadblocks in the way of them achieving their goals?
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| How does our solution… |
| … address these challenges and help our persona achieve their goals? |
| Real quotes… |
| … about goals, challenges, etc. from *real people* who fit this persona. |
| Common objections |
| What might your persona see as an obstacle to using your services? Why might they prefer an alternative supplier? |
| Marketing message |
| Now you’ve mapped out your perfect prospect profile – how could you frame your messaging to appeal to their persona type? |