

# BUYER PERSONA

## NAME:

Age: .....  
Gender: .....  
Income: .....  
Location: .....  
Family Situation: .....  
Annual Income: .....  
Education: .....



## PROFESSIONAL ROLE

Industry: .....  
Job Title: .....  
Company Size: .....

## PERSONAL PHILOSOPHY QUOTE:



.....



## VALUES AND GOALS

What does he/she strongly believe in? What are the characteristics of his/her personality? What are his/her professional goals? What are his/her personal goals?

- .....
- .....
- .....
- .....
- .....
- .....

## CHALLENGES

What are his/her pain points? What challenges is he/she facing? What is he/she afraid of?

- .....
- .....
- .....
- .....
- .....
- .....

## SOURCES AND INFLUENCE

Blogs/Websites:

Magazines:

Conferences:

Books:

Thought Leaders:

## BUYING DECISIONS

What is his/her role in the purchase process? How does he/she regularly buy? What are his/her objections to making a purchase?

- .....
- .....
- .....
- .....
- .....
- .....