Buyer Persona Worksheet

For B2C Companies
Decipher Exactly Who You're Selling To

Introduction

Creating a buyer persona for the different types of individuals that purchase your products or services is an important part of developing a marketing strategy. These personas represent your ideal customers. By creating them, you're defining your target audience down to a very specific level. You're detailing their wants, needs, challenges and goals, and in doing so, you're defining how you talk to them as customers. With these details, you'll have a better understanding of how your company and its products or services can speak to pain points and solve customer problems.

Personas are best created with research, survey data and by interviewing members of your target audiences. We made the worksheet below to help you work through the process of creating buyer personas. Fill out as many questions as you can, and make as many personas as you need to - we recommend at least 2 and no more than 6. You can also use the third page to add any additional questions you feel are important to know about a persona.

If you have any questions as you're creating the persona, feel free to contact your project manager.

Tips for Creating Buyer Personas

Name Generator, http://www.fakenamegenerator.com/

Use this name generator to create names and other identifiers for your buyer personas.

Stock Faces http://www.sitebuilderreport.com/stock-up

Use stock photo sites to find faces to go with your personas. As long as this document is for internal use only, you could use comps (watermarked versions) from any stock photo website.

Other Useful Types of Buyer Personas

Negative Persona: Represents customers you do not want to target.
Competitive Persona: Represents the customers of your competitors.
Prospective Persona: Represents customers you're not yet targeting but would like to.
Future Employees: Represents the persona of the type of employee you're seeking to hire at your company.

Place
Persona
Image Here

Name:

Age:

Education Level:

Industry:

Occupation:

1) Describe your personal demographics.

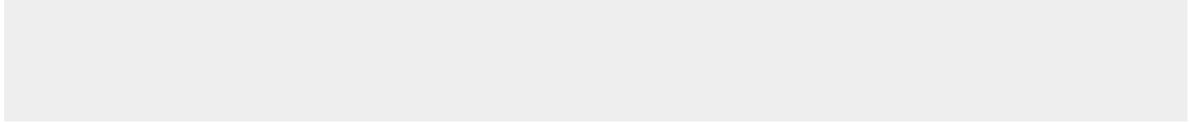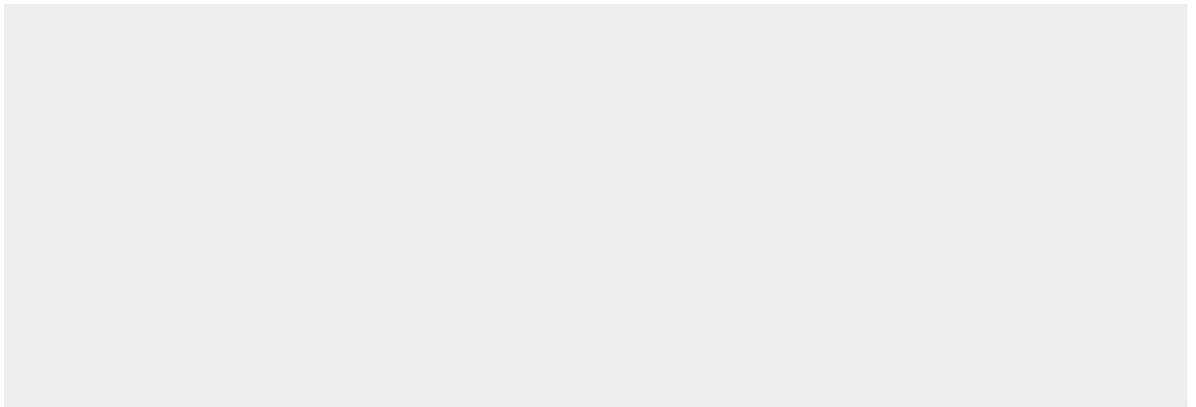*Married or Single? Annual income? Where do they live? Male or female?*
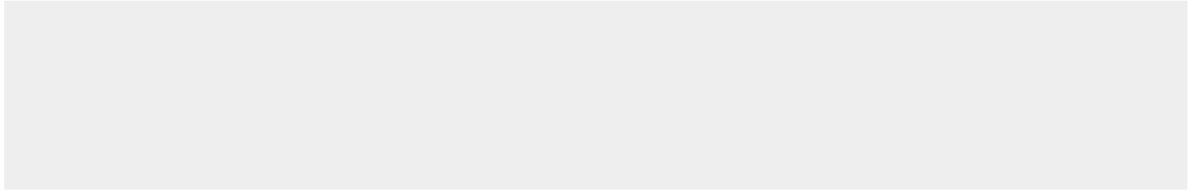
2) Describe your educational background.

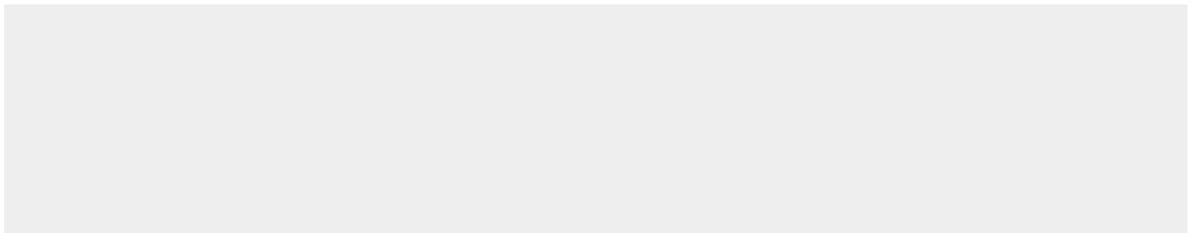*What level of education did they complete? Which schools did they attend, and what did they study? Get specific.*
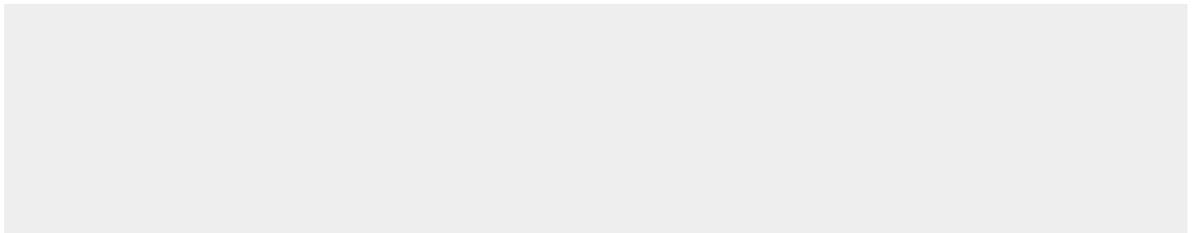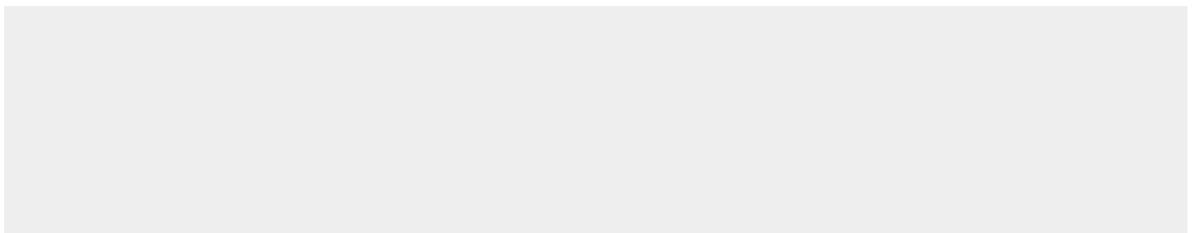
3) Describe a day in your life.

4) Where do you go for information? What is your technology / internet comfort level?

5) What skills do you have, both in and outside of the workplace?

6) What knowledge and which tools do you they use on a daily basis? Either at work or home.
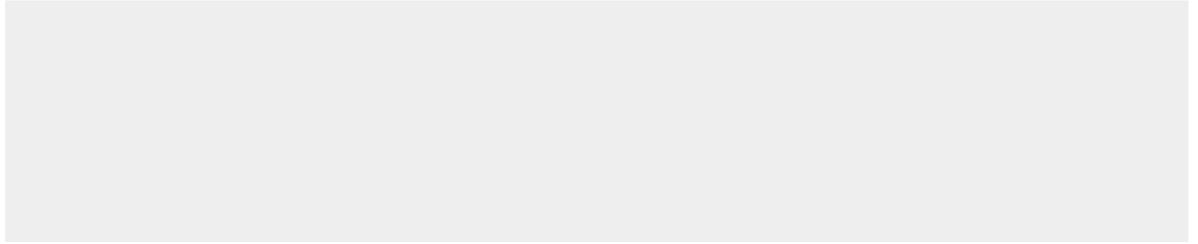
*Place
Persona
Image Here*

Name:

Age:

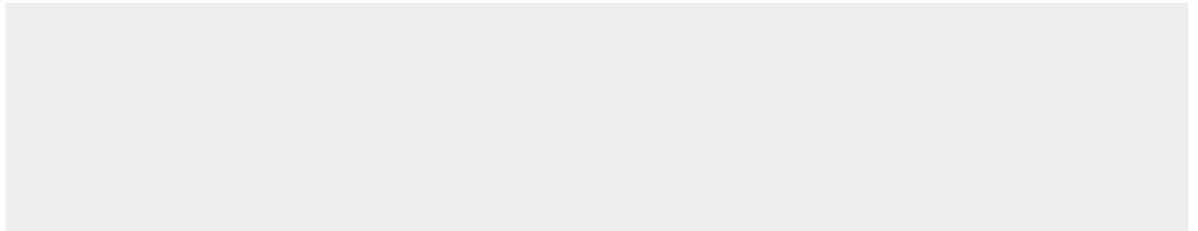Education Level:

Industry:

Occupation:

Challenges

7) What are your biggest challenges? What problems do you need to solve?
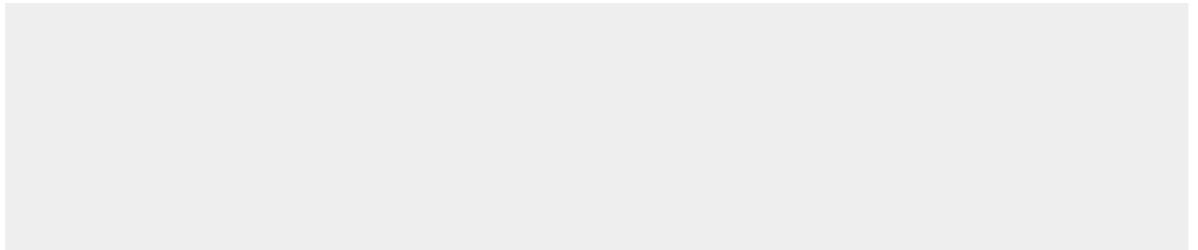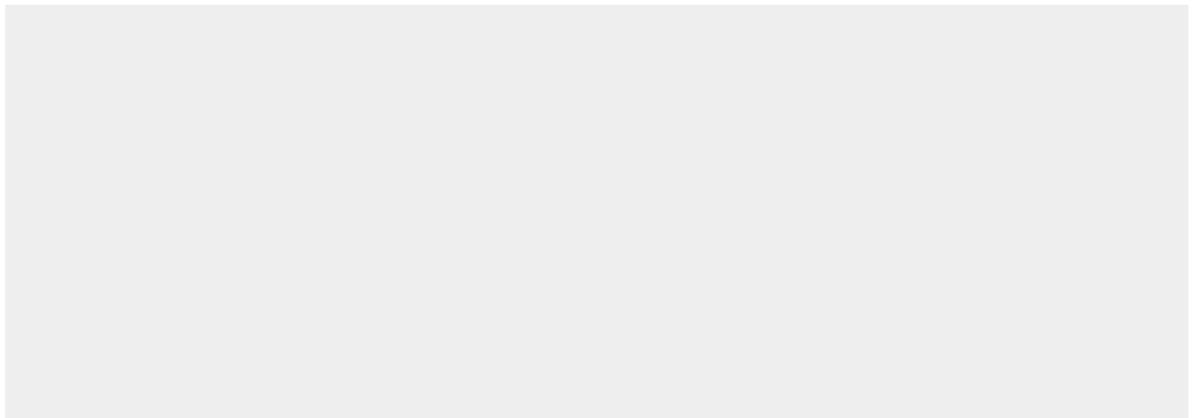
Goals

8) What are your primary goals?

9) What objections do you have to these product or service?
Specific anticipated objections to the products or services your company offers.

What Do You Need To Hear?

What does your potential customer need to hear to make them trust your company, believe in your products and want to research you further or make a purchase? How can you help them?

Place Persona Image Here

Name:

Age:

Education Level:

Industry:

Occupation:

Other Details