

Buyer Persona | Profile Template



DIRECTIONS:

Use this worksheet as a guide for creating an avatar for each of your major marketing segments. Use your knowledge of their pain points, interests, and other psychographic characteristics to complete this worksheet. Most companies target 3 – 5 Buyer Personas, so repeat the steps in this template for each of your Personas.



Persona Name

(tip: find a memorable and creative name for your persona, e.g. "Molly the Marketing Machine")

Common Demographic & Firmographic characteristics:

(Age, company size, job level, etc.)

Professional goals

(e.g. "seeking a promotion within 12 months", or "meeting this year's lead quota")

Personal goals

(e.g. "achieving work/life balance," or "finding a spouse/long-term relationship")

Defining characteristics:

(e.g. *tech savvy, ambitious, laid back*)

What keeps them up at night?

(e.g. *"managing child's activity schedule," or "achieving deadlines at work"*)

Where do they spend time online?

(e.g. industry blogs, Twitter, LinkedIn, etc.)

Key challenges that your product can solve for this person:

The most useful and compelling features of your product according to this person:

Common objections to the product:

What compels this person to buy your product?

Buyer Persona | Matrix Template



DIRECTIONS:

Use this matrix to summarize the top-line characteristics of multiple personas. This can act as an easy reference point for marketing and sales teams.

<i>Example Personas:</i>	Molly the Marketing Machine	Sam the Sales Guru	Elle the Executive
Job Title			
Professional Goals			
Personal Goals			
Defining Characteristics			
Key Challenges			
Favorite Online Spots			
Favorite Product Features			
Common Objections			
Compelling Events			