

Buyer Persona Template



Demographics

This data can be gathered from existing customer profiles, analytics teams/tools & market research.

Name

Age

Gender

Location

Family Status*

Level of education

Level of income



Professional Status

This data can be obtained from existing customers (interviews, site forms, etc.) and internal teams (sales, customer support, etc.).

Job Title

Job Level

manager, professional, specialist, etc.)

Industry



Psychographics

This data can be dug up from interviews, questionnaires, social media Q&A's, etc.

Professional goals

Personal goals

Beliefs and values*



Pain points and challenges

This data can be gathered from internal teams (sales, customer support, events) and interviews, questionnaires, social media Q&A's, etc.

Biggest struggles and pain points

Obstacles in the way of overcoming the challenges

Irrational & rational fears*



Influences and key information sources

These insights can be taken from market and competitor research, as well as existing customer profiles.

Preferred blogs, social networks, and sites

Favorite media (digital and print)

Key influencers and thought leaders

Favorite events, conferences (online/offline)*



Purchasing process

This data can come from internal teams – sales, customer support, social, analytics.

Role in the purchase decision-making process

Potential lifetime cycle

What stops them from making a purchase?

*An asterisk indicates an optional field to include depending on business/industry type.



The goal of each interview is to answer the following question

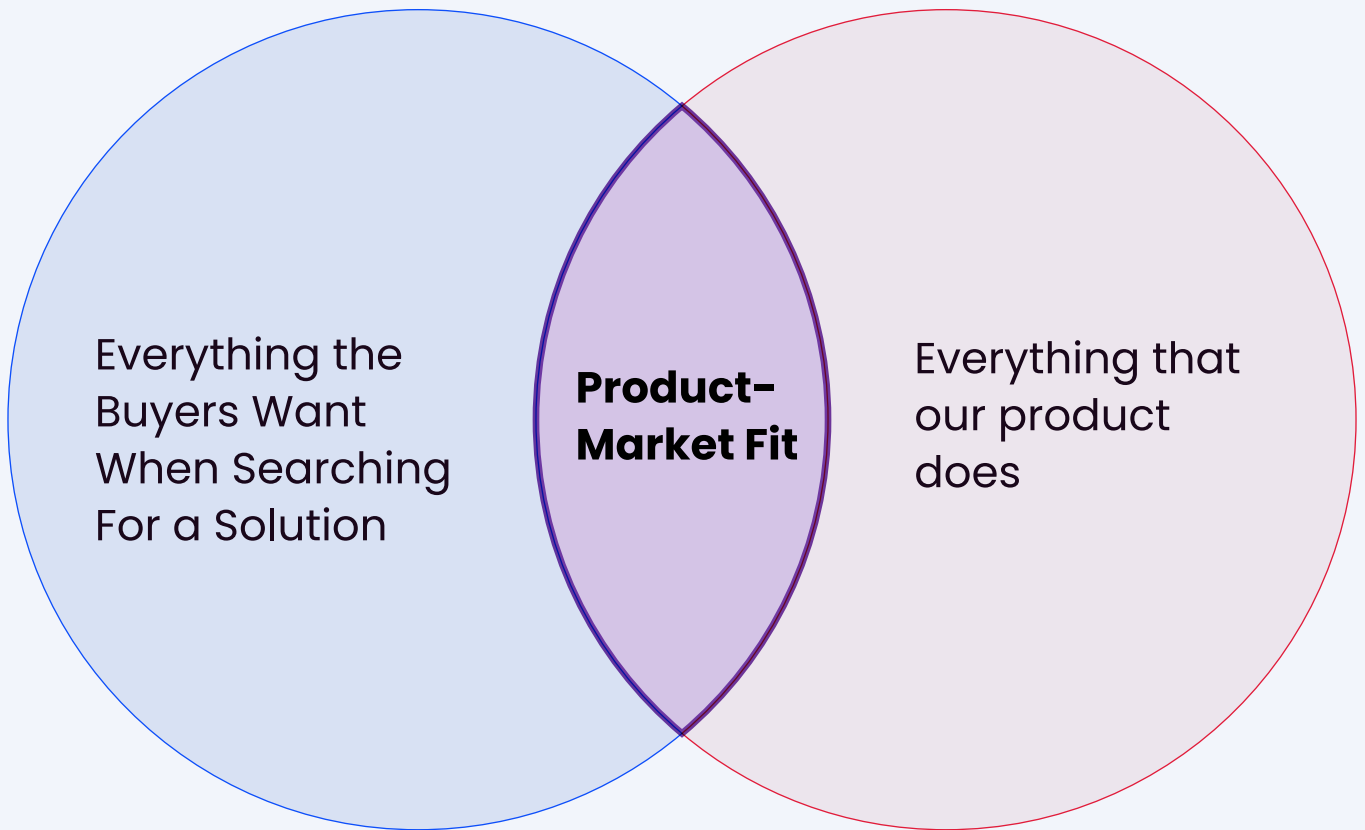
Does your target audience want the solution to their problem that you're selling?

- Take me back to the day when you first decided to buy _____ and tell me what happened?
- How do you research companies like _____.
- “What did you Google?” (You want to get at what the exact search terms used were.)
- What did you listen to? What did you watch?
What medium did you use to learn more about _____?
- What stood out to you about _____?
- What stood out to you about _____'s competitors?
- What didn't you like about _____'s competitors offerings?
- What did the competitors not do well?
- What did we do successfully to win your business?

Bonus Questions

When talking to a customer whose business you did not win, make sure to ask:

- What did we do wrong to make you conclude that we weren't the solution for you?
- How did you come to the conclusion that our competitor was a better choice for you?



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