



Building a Buyer Persona

Buyer personas are fictional representations of your ideal customers. They are based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

BACKGROUND:

Basic details about persona's role

- _____
- _____
- _____

Key information about the persona's company

- _____
- _____
- _____
- _____

Relevant background info, like education or hobbies

- _____
- _____
- _____
- _____
- _____



DEMOGRAPHICS:

Gender

○ _____

Age Range

○ _____

HH Income (Consider a spouse's income, if relevant)

○ _____

Urbanicity (Is your persona urban, suburban, or rural?)

○ _____

IDENTIFIERS:

Buzz words

Mannerisms

GOALS:

Persona's primary goal

Persona's secondary goal



CHALLENGES:

Primary challenge to persona's success

Secondary challenge to persona's success

HOW WE HELP:

How you solve your persona's challenges

_____Educating and
counseling_____

How you help your persona achieve goals



REAL QUOTES:

Include a few real quotes – taken during your interviews – that represent your persona well. This will make it easier for employees to relate to and understand your persona.

COMMON OBJECTIONS:

Identify the most common objections your persona will raise during the sales process.

MARKETING MESSAGING:

How should you describe your solution to your persona?

ELEVATOR PITCH:

Make describing your solution simple and consistent across everyone in your company.
