

GENERAL BUYER PERSONA TEMPLATE



Other notable lifestyle factors

{Buyer's Name - e.g., Young Professional Paul}

{Include an image of your own, plus a paragraph summarizing the most important information about the buyer. For example, this could be a quick story explaining how the buyer learns about you and why they ultimately choose to purchase from you.}

1 DEMOGRAPH	ics
Age	
Occupation	
Location (e.g., suburbs of Kansas City)	
Gender	
Education	
2 HOBBIES & IN	ITERESTS
2 HOBBIES & IN What do they enjoy doing in their free time?	ITERESTS
All the second s	ITERESTS
What do they enjoy doing in their free time?	ITERESTS

3 GOALS	
Where do they see themselves in 5 years?	
What are their professional goals?	
What are their hobby- related goals? (e.g., bike across France)	
What are their financial goals? (e.g., buy a home, pay off debt)	
OUALIENCES (OR DAIN POINTS
CHALLENGES (OR PAIN POINTS
What's stopping them from reaching their goals?	
What is causing them distress or unhappiness?	
What problems do they want solved?	
5 FEARS	
What's their biggest fear? (e.g., going broke, failing as a parent, sharks)	
Notable fear number 2	
Notable fear number 2 Notable fear number 3	
Notable fear number 3	TION CHANNELS
Notable fear number 3	TION CHANNELS
Notable fear number 3 COMMUNICAT What social media do they	TION CHANNELS
Notable fear number 3 6 COMMUNICAT What social media do they use? How often are they on	TION CHANNELS
Notable fear number 3 COMMUNICAT What social media do they use? How often are they on their phone? Do they prefer email,	TION CHANNELS