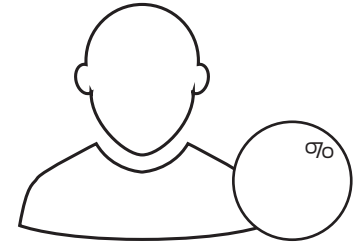
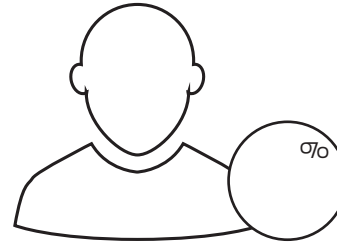
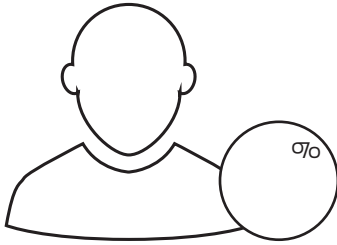


Buyer Personas

—WORKSHEET—

Buyer personas are fictional representations of your ideal customers. They are based on your data and some educated guessing. See if you can create 3 personas to make up 80% of your business. Then, concentrate your messaging and marketing efforts on these personas.



NAME: _____

PROFILE:

Gender: _____ Age: _____

Relationship Status: _____

Family: _____

Job: _____

Income: _____

Education: _____

Interests: _____

GOALS:

- _____
- _____

PAIN POINTS:

- _____
- _____

HOW TO WE SOLVE?

- _____
- _____

QUOTE: “ _____ ”

MEDIA CHANNELS:

- _____
- _____

NAME: _____

PROFILE:

Gender: _____ Age: _____

Relationship Status: _____

Family: _____

Job: _____

Income: _____

Education: _____

Interests: _____

GOALS:

- _____
- _____

PAIN POINTS:

- _____
- _____

HOW TO WE SOLVE?

- _____
- _____

QUOTE: “ _____ ”

MEDIA CHANNELS:

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- _____

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Gender: _____ Age: _____

Relationship Status: _____

Family: _____

Job: _____

Income: _____

Education: _____

Interests: _____

GOALS:

- _____
- _____

PAIN POINTS:

- _____
- _____

HOW TO WE SOLVE?

- _____
- _____

QUOTE: “ _____ ”

MEDIA CHANNELS:

- _____
- _____