

BUYER PERSONA TEMPLATE

NAME

Age: Gender: Relationship status:

/ Age of children: Pets:

Location: Education level:

Occupation: Industry:

Job title: Annual income:

Bio / other:

.....

PERSONALITY TYPE

Understanding your buyers personality type will help determine the best way to connect and deliver information to them.

ASSERTIVE

Know what they want, speak their mind.
Crave relevant information, presented concisely.

EXPRESSIVE

Enthusiastic, impulsive, want to feel connected.
Relate to others like them, value people opinions.

AMIABLE

Listen, ask questions, friendly, calm.
Value honesty & trust. Take time to research.

ANALYTIC

Love data, facts & figures.
They do own research, want factual presentation.

SOURCES & INFLUENCE

Where do they go to get information to solve their problems? What sources do they trust?
E.g. blogs, websites, magazines, conferences, events, books, social media - be specific.

GOALS & VALUES

GOALS

VALUES

What do they want to achieve? Business goals? / What do they believe in? What do they prioritise?

CHALLENGES & PAIN POINTS

CHALLENGES

PAIN POINTS

What stops them from achieving their goals? What are they afraid of? / What problems are they having?

BUYING DECISIONS

What is their role in the purchase process? How do they buy? What are their objections to purchasing?