



Buyer Persona

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Who They Are

Name:

Gender:

Location(s):

Age (Feel free to range):

Marital Status:

Family:

Job Title:

Key Responsibilities:

Education:

Household Income:

Background (How they got where they are):

Other Influencers

Who else is part of their decision making process?

Who do they most admire and why (Possible Gurus)?

What are their favourite books?

What tools do they use to make their life easier?

Desires (Pleasures)

What 3 things do they ultimately want to achieve?

What's their favourite way to spend time?

What are their hobbies (if different from above)?

Pains

Pains (What keeps them up at night?):

What industry changes or regulations affect them?

Who are their competitors?

What risks do they perceive?

Curiosities

From your research what curiosity hooks did you find performed well?

Solution

How can I (my business) help this person achieve Goals/Desires?

How can I (my business) help this person relieve Pains?

Most common objections my persona will have with my offer/solution:

What do they need to be confident to hire me?
