

## B2B Buyer Persona Template

Persona Name: Give your persona a name to make them relatable (e.g., "Techie Tom").

Job Title: What is their job? (e.g., Senior Project Manager)

Company: What type of company do they work for? (e.g., Mid-size Tech Company)

Location: Where do they live and work? (e.g., Austin, Texas)

### Demographics:

- Age: (e.g., 35)
- Gender: (e.g., Male)
- Education: (e.g., Bachelor's Degree in Computer Science)
- Income: (e.g., \$90,000 per year)

### Firmographics:

- Industry: (e.g., Technology)
- Company Size: (e.g., 200 employees)
- Annual Revenue: (e.g., \$10 million)

### Role:

- Job Responsibilities: What do they do at work? (e.g., Managing project timelines, leading a team of developers)
- Challenges: What problems do they face? (e.g., Meeting project deadlines, managing remote teams)
- Goals: What are they trying to achieve? (e.g., Deliver projects on time, improve team productivity)

### Buying Behavior:

- Decision-Making Role: Are they the decision-maker or influencer? (e.g., Decision-Maker)
- Preferred Communication Channels: How do they like to get information? (e.g., Email, LinkedIn)
- Research Process: How do they find information about products? (e.g., Online reviews, webinars)
- Buying Criteria: What do they look for when making a purchase? (e.g., Cost-effectiveness, ease of use)

### Pain Points:

- Main Challenges: What are their biggest frustrations? (e.g., Complex software, high costs)
- Needs: What do they need to solve their problems? (e.g., User-friendly tools, affordable solutions)

### Values and Interests:

- Professional Values: What do they value in their job? (e.g., Innovation, efficiency)
- Personal Interests: What do they enjoy outside of work? (e.g., Reading tech blogs, hiking)

### Common Objections:

Why Might They Hesitate to Buy? \*\* What concerns might they have? (e.g., High initial cost, learning curve)

**Preferred Content:**

- Content Types: What kind of content do they engage with? (e.g., Case studies, whitepapers, how-to guides)
- Topics of Interest: What topics are they interested in? (e.g., Project management best practices, new tech trends)

**Key Messages:**

How to Address Their Needs: How can your product or service help them? (e.g., "Our project management tool simplifies your workflow and reduces costs.")

**Customer Journey:**

- Awareness Stage: How do they first hear about your product? (e.g., Online ads, industry conferences)
- Consideration Stage: What information do they need to make a decision? (e.g., Detailed product features, comparison charts)
- Decision Stage: What makes them choose your product? (e.g., Positive reviews, free trials)

**Photo:**

Add a stock photo to visualize your persona.

This simple template helps you outline your ideal customer by focusing on key areas. Fill in each section with specific details relevant to your business to create a comprehensive buyer persona.