

Buyer Persona Template

1. Basic Information

- Name:
- Age:
- Gender:
- Occupation:
- Education Level:
- Location:
- Marital Status:

2. Demographics

- Income Level:
- Ethnicity:
- Family Size:
- Home Ownership:
- Employment Status:

3. Interests and Hobbies

- Hobbies:
- Favourite Activities:
- Preferred Media Channels (e.g., social media, TV, podcasts):
- Influences (e.g., celebrities, thought leaders):

4. Values and Beliefs

- Core Values:
- Personal Goals:
- Professional Goals:
- Beliefs and Attitudes:

5. Pain Points

- Challenges and Frustrations:
- Problems Seeking Solutions For:



- Barriers to Success:
- Common Complaints:

6. Motivations

- Primary Motivations:
- What Drives Their Purchasing Decisions:
- Factors Influencing Trust in Brands:
- Emotional Triggers:

7. Buying Behavior

- Shopping Preferences (online vs. in-store):
- Average Purchase Amount:
- Frequency of Purchases:
- Preferred Payment Methods:

8. Communication Preferences

- Preferred Communication Channels:
- Tone and Style of Communication:
- Frequency of Communication:

9. Brand Interaction

- How They Discover Brands:
- Type of Content They Engage With:
- Customer Service Expectations:
- Loyalty and Retention Factors:

10. Persona Story

- Brief Narrative Summarizing the Persona's Daily Life, Needs, and Interactions with Brands:

Instructions for Use:

1. **Gather Data:** To complete each section, collect data from existing customers through surveys, interviews, and analytics tools.



2. **Identify Patterns:** Look for patterns and commonalities in the data to create accurate and realistic personas.
3. **Segment Personas:** Create multiple personas if you have a diverse audience with different characteristics and needs.
4. **Apply Insights:** Use the completed buyer personas to guide your marketing strategies, content creation, and product development efforts.