



BUYER PERSONA Template



NAME:

Designation:

Demographics

Age:

Occupation:

Location:

Gender:

Education:

Hobbies & Interests

What do they enjoy doing in there free time?

How/where do they spend their vacations?

What do they want to know more about?

What are some of their hobbies?

Other notable lifestyle factors

Goals

What are their personal goals?

What are their hobby-related goals?

What are their financial goals?

What are some of their hobbies?

Purchase behavior

Purchase behaviour of your customer?

Challenges or Pain Points

What's stopping them from reaching their goals?

What is causing them distress or unhappiness?

What is causing them distress or unhappiness?

Fears

What's their biggest fear?

Notable fear number 2

Communication Channels

What social media do they use?

How often are they on their phone?

Do they prefer email, calls, or texts?

Which blogs do they read?