## **Buyer Persona Worksheet**

A buyer persona is a fictional profile that represents your ideal prospect, lead, or customer. Buyer personas should not be individual customers, but rather a research-based representation containing some demographic information. They are generalized characters that are fictional, but realistic.

### **KEY DEMOGRAPHICS**

What is notable information about this person? Age, location, education, background, experience, relationships, income, gender, etc.

Who is this person at a glance? What is their story? What keeps this person up at night? What does a day in their life look like?

**PROFILE OVERVIEW** 



#### **ROLES + RESPONSIBILITIES**

What does their role include, what is their level of seniority, and what do they consider their job?

#### **KEY MOTIVATORS**

What are personal + professional goals? What do they value most? What drives decision-making?

#### **CHALLENGES**

What are 'bumps' in their road? What are challenges they face + pains bogging them down?



#### WATERING HOLES

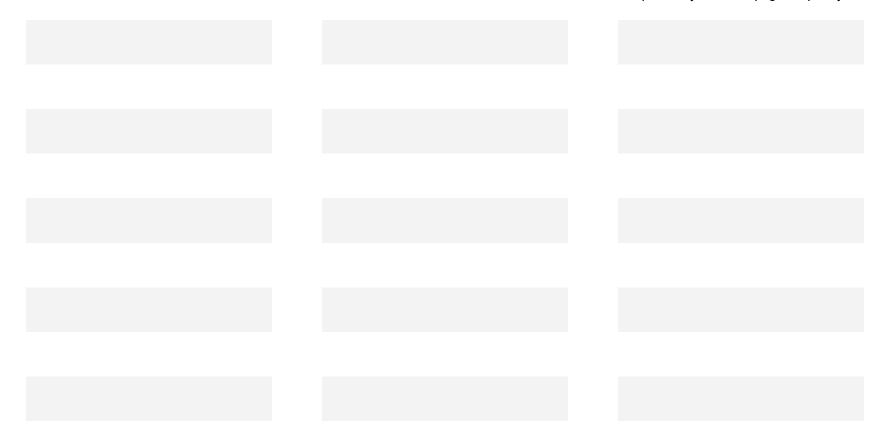
Where does this person go for information? What are the sources, people, or places they look to?

#### VALIDATIONS

What info helps this person make a decision? Surveys, testimonials, reports, research? How do they validate or feel confident about decisions?

#### **OBJECTIONS + FAQs**

What are their most common objections to your product or service? What questions do they ask? **Think: The questions your sales reps get frequently.** 





#### **CORE PROBLEMS**

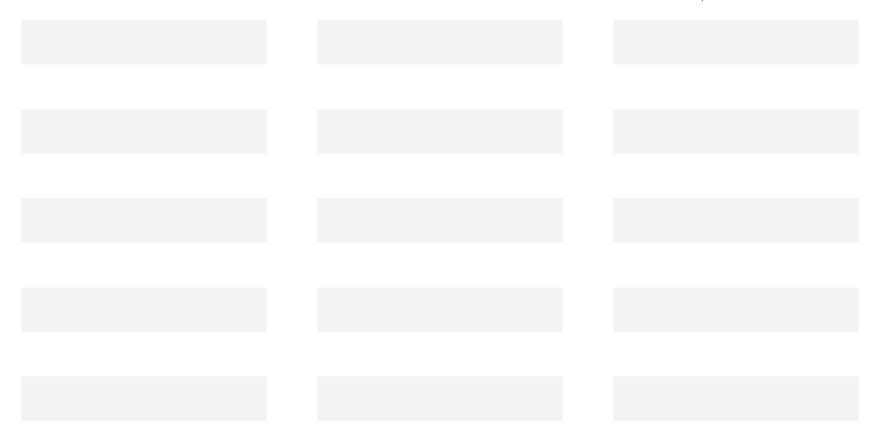
Why does this persona come to you? What is the core of the problem or challenge they have? Be specific and think about any possible problem(s)

#### SOLUTIONS + EXISTING ALTERNATIVES

What are various solutions or options that are available to this persona that will help fix their problem or challenge? *Think beyond your business.* 

#### YOUR DIFFERENTIATORS

What are value propositions that are unique to your business and will stand out to this persona? What do you do or provide that is important to them?





## **Content Ideas**

How can your business talk about problems, questions, heistations, etc. this persona has? Brainstorm a list of videos, blogs, content, graphics, etc. that could help cover or address them:



# **Questions To Ask**

Below are examples of questions to ask current and prospective clients — both B2B and B2C — to gain further insight to your personas, their thought process, etc.

- 1. Tell me about yourself (personal demographics: age, marital status, children, level of education, race, career path, interests, proficiencies, etc.)
- 2. Where do you go for information on [x]? Magazines, online (what websites?), social media (which channels?), video, written content, podcasts, in person meetings / information, etc.
- 3. What lead you to becoming a customer of [x] / What lead you to find [x]? How did you learn about [x]?
- 4. B2B: Are you the decision maker, or what role do you play in the purchasing process? What is the purchase process? B2C: Who influences the decision + purchase you make? Spouse, children, relatives, friends, networks?
- 5. What associations and social networks do you actively participate in? Why? What do you like about them?
- 6. What problems or challenges does [x] help you solve or help make easier?
- 7. Was there a service or outcome from [x] that made your purchase decision either simple or more difficult to make? What was it? Why was that a big part of the consideration?
- 8. What is your favorite thing about [x]? What is your least favorite thing about [x]? Why do you choose / not choose to do business with [x]?
- 9. Does seasonality affect your purchases + decisions making? What time of year is that? Do you always go back to the drawing board or typically renew / stay loyal to the same providers?
- 10. In your opinion what does (or doesn't) help [x] set them aside from competition? What makes them different from others?

### Remember that your sales reps are an excellent resource to uncover the questions, concerns, and cares that your customers and prospective customers have!

