

Buyer personas are representations of your ideal customers. Personas help you understand your target audience's needs and motivations and can help you create content that speaks directly to them. Build out your ideal buyer personas by collecting data from customer surveys and interviews. Ask questions regarding their:

- 🔗 Career background
- 🔗 Demographics
- 🔗 Purchasing considerations
- 🔗 Decision-making ability
- 🔗 Company and personal goals and motivations
- 🔗 Pain points and challenges
- 🔗 Hobbies and interests

Once you've gathered and analyzed the information, you can create individual personas that represent different categories of your ideal customers. For instance, you might give one buyer persona a fictitious name, or you might give them a relevant descriptor, like Technology Guru or Supply Chain Expert.

To help you get started, we designed a blank template you can use to visualize and outline each persona.

Customer Behavior



Purchasing Habits



Customer Motivation



Buyer Persona: _____



Title:

Professional Background:

Demeanor:

Industry:

Company Size:

Hypothetical Quote from Their Perspective:

Job Responsibilities

- _____
- _____
- _____

Top Objectives

- _____
- _____
- _____

Challenges and Pain Points

- _____
- _____
- _____

Buying Criteria

- _____
- _____
- _____

How They Research

What's Important to Them on Their Buying Journey

- _____
- _____
- _____

How Our Company Serves Their Need

- _____
- _____
- _____

Opportunities to Reach Them

- _____
- _____
- _____

