

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**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

