



Buyer Persona Development Worksheet

What is the buyer's job title? _____

Select their demographic information:

☐ Male ☐ Female

☐ 21 and under ☐ 22-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65 and older

☐ Urban ☐ Suburban ☐ Rural

Describe a typical day for the buyer: _____

What are the buyer's motivations? _____

Where does the buyer look for information? _____



What are the primary goals of the buyer? _____

Describe what is or could prevent the buyer from achieving these goals: _____

How can you help solve their problems? _____

What concerns might the buyer raise about your solution? _____

How will you overcome these concerns? _____

