



**BUYER
PERSONA
WORKBOOK**

THE BASICS

Name:

Gender:

Age:

Education level:

Primary language:

Location:

Insert a
representative
picture here.

How do they primarily use the internet?

Phone | Computer | Tablet

What is their preferred method of communication?

Phone | Email | SMS | Social Media

AT HOME

If you retail to consumers, this section is especially relevant. If you retail to business customers, this can help paint the picture, but is less important in the scheme of things.

Where do they "hang out" online? (e.g. Facebook, Instagram, forums (be specific)):

Marital Status:

Single



Married



Other

Do they have children?:

Yes



No

Age of their child/ren:

What is their income?:

What are their values?

What is important to them?

What are their hobbies and interests?:

AT WORK

If you retail to businesses, or sell business products, this section is especially relevant. If you retail to consumers, this can help paint the picture, but is less important in the scheme of things.

What is their employment status?:

What is their industry?:

What is their job title?:

Where do they get their industry information?:

Area/s of responsibility:

YOU + THEM

When you know your Buyer Persona, it's much easier to figure out their pain points and objections, so you can figure out how best to help them.

What problem/s do they have that you can solve?:



What are their objections to buying your products or services?:

