

Selling Signals

GENERAL BUYER PERSONA TEMPLATE



{Buyer's Name – e.g., Young Professional Paul}

{Include an image of your own, plus a paragraph summarizing the most important information about the buyer. For example, this could be a quick story explaining how the buyer learns about you and why they ultimately choose to purchase from you.}

1 DEMOGRAPHICS

Age

Occupation

Location (e.g., suburbs of Kansas City)

Gender

Education

2 HOBBIES & INTERESTS

What do they enjoy doing in their free time?

How/where do they spend their vacations?

What do they want to know more about?

What are some of their hobbies?

Other notable lifestyle factors

3 GOALS

Where do they see themselves in 5 years?

What are their professional goals?

What are their hobby-related goals? (e.g., bike across France)

What are their financial goals? (e.g., buy a home, pay off debt)

4 CHALLENGES OR PAIN POINTS

What's stopping them from reaching their goals?

What is causing them distress or unhappiness?

What problems do they want solved?

5 FEARS

What's their biggest fear? (e.g., going broke, failing as a parent, sharks)

Notable fear number 2

Notable fear number 3

6 COMMUNICATION CHANNELS

What social media do they use?

How often are they on their phone?

Do they prefer email, calls, or texts?

Which blogs do they read?