



Buyer Persona Worksheet

Instructions: If you have multiple products/services, ideally you should make a buyer persona for each one. If you want to economize on time, you can start by creating one just for the product or service you offer that generates the most income.

Name:

Personal Background

Age:

Gender identification:

Marital status:

Location:

Business Background

Education:

Occupation:

Professional Organizations:

Lifestyle

Who they socialize with:
Places they frequently visit:
Shops they frequently visit:
Travel schedule:
Hobbies:
Sports:
Other leisure activities:

Where they go for information

Online newspapers and magazines they read:
Favorite blogs:
Social media platforms they use and how often:
Favorite YouTube channels or YouTubers?

Pain Points

What needs do they have that your product/services can fulfil?

Commonalities

Personal Background:

Business Background:

Lifestyle:

Where they go for information:

Pain Points: