

# Buyer Persona Template



## Demographics

This data can be gathered from existing customer profiles, analytics teams/tools & market research.

**Name**

**Age**

**Gender**

**Location**

**Family status\***

**Level of education**

**Level of income**



## Professional status

This data can be obtained from existing customers (interviews, site forms, etc.) and internal teams (sales, customer support, etc.).

**Job title**

**Job level**

(manager, professional, specialist, etc.)

**Industry**



## Psychographics

This data can be dug up from interviews, questionnaires, social media Q&A's, etc.

**Professional goals**

**Personal goals**

**Beliefs and values\***



## Pain points and challenges

This data can be gathered from internal teams (sales, customer support, events) and interviews, questionnaires, social media Q&A's, etc.

**Biggest struggles and pain points**

**Obstacles in the way of overcoming the challenges**

**Irrational & rational fears\***



## Influences and key information sources

These insights can be taken from market and competitor research, as well as existing customer profiles.

**Preferred blogs, social networks, and sites**

**Favorite media (digital and print)**

**Key influencers and thought leaders**

**Favorite events, conferences (online/offline)\***



## Purchasing process

This data can come from internal teams – sales, customer support, social, analytics.

**Role in the purchase decision-making process**

**Potential lifetime cycle**

**What stops them from making a purchase?**

\*An asterisk indicates an optional field to include depending on business/industry type.