**Buyer Persona Worksheet**

Think of a Buyer Persona as a sketch of your ideal customer. It is a semi-fictional representative of your ideal customer based on real data and some educated speculation about customer demographics, behavior patterns, motivations, and goals.

It helps you and your team understand how to create targeted content that speaks directly to your buyer. These personas should represent your best customers, the ones you want to do business with again and again. They could be your most profitable or the ones you love working with. These personas should be based on your own customers as well as market research.

Depending on your company, you can have as little as one or two personas or it could scale up to dozens. If you are just starting out, focus on one persona. You can always develop more later.

Complete the form below by answering each of the questions. This will reveal your buyer’s profile, the challenges they face, and how they like to consume information.

**Tips**

1. Focus on the motives behind their behavior—WHY they are doing these things.
2. Make sure that your persona is not describing just one or two people who have that persona, but a multitude of people.
3. Focus on one primary persona. (Who is bringing in the most money? Who do you like to work with?)
4. Don’t just list facts; tell their story and put yourself in their shoes. Answer the questions in first-person as if you were being interviewed.
5. These are general questions, designed to get you thinking. You should add your own industry-specific questions that will help you understand your target customer.

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| **Persona Detail** | **Questions to ask** | **Answers** |
| Role | **What does your day look like?**   * What is your job role/role in life? Your title? * How is your job/role measured? * What skills are required to do your job? * What knowledge and tools do you use? * Who do you report to? Who reports to you? * How long have you been at your current company and position? |  |
| Company/ Organization | **Describe your company.**  What industry/industries does your company work in?   * How many employees does your company have? * What is your company’s annual revenue? * Who are your customers? * Do your customers buy once, or are they repeat customers? * Where is your company located? |  |
| Goals | **What are your specific goals?**   * A bad example is “Grow Revenue.” * Make sure the goal is SMART (Specific, Measureable, Achievable, Realistic and Time bound) * What does it mean to be successful in your role? |  |
| Challenges | **What are your biggest challenges?**   * Why are these things challenges? * What happens if the challenges are not met? * What are you willing to do to solve these problems? * What is your burning question? |  |
| Objections | **What is your primary objection to buying?**   * It should not be cost. * What missing piece of information do you need to make an informed decision? * Who do you need to convince? |  |
| Watering Holes | **How do you learn about new information for your job?**   * Do you use the internet to research vendors and products? * What publications/blogs do you read? * To what associations/social networks do you belong? * Do you read blogs, listen to audio books, or watch videos? |  |
| Personal Background | **Describe your personal demographics.**   * What is your age/family/marital status? * What kind of car do you drive? * Describe your educational background. What level of education did you complete, which schools did you attend and where did you study? * Describe your career path. How did you end up where you are today? |  |
| Shopping Preferences | **How do you prefer to interact with vendors?**   * Do you prefer to be contacted via email, phone, or chat? * What tone of voice do you respond to? (formal, business casual, beach casual) * Do you prefer to consume content via text, audio, video, long form, or short form? * Describe a recent purchase. Why did you consider that purchase? What was the evaluation process and how did you decide to purchase that product or service? |  |
| Keywords and Phrases | **What do you type into a search box when you are looking to solve your problem?**   * It’s probably not related to your product. * It’s more likely to be a question or a problem statement. * When you talk with customers and prospects, note the phrases they use to describe their problems. |  |