



BUYER PERSONA TEMPLATE

NAME:

GENDER:

AGE:

INCOME:

LOCATION:

BACKGROUND INFO:

CAREER PATH? JOB? FAMILY? GOALS?

IDENTIFIERS:

DEMEANOR? COMMUNICATION PREFERENCES?

GOALS:

CHALLENGES:

WHAT CAN WE DO?

TO HELP OUR PERSONA ACHIEVE THEIR GOALS AND
OVERCOME THERE CHALLENGES?

NOT SURE HOW TO USE THIS TEMPLATE? GROWWITHJWM.COM/COURSE/CREATING-ACCURATE-BUYER-PERSONAS

