

# Buyer Persona Template

Use this template to outline the key attributes of the ideal customer for your product(s). If a wide range of persona attributes exist for a given product, consider creating multiple personas rather than generalizing them in a single outline.

Background	
Name:	
Age:	
Education Level:	
Gender:	
Family Status:	
Income Level:	
Other Lifestyle Info:	

Goals and Motivation	
Primary Goal:	
Secondary Goals:	<ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>
What do they value?	<ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>
What motivates them?	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>

Challenges, Resistance and Objections	
What problem(s) do they currently experience?	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
What obstacles do they face in solving their problem?	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
Why would they consider your competitors?	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
Why would they reject your solution?	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>

<b>Solution</b>	
Which product(s) solve their problem?	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
How does our product help the persona meet their goals?	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
How do we help them overcome their obstacles?	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
How do we compare to competitors?	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
What makes us unique?	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>

<b>Marketing</b>	
How do we describe our product to the persona?	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
What resonates the most with the persona?	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
What about our product offers the most value to the persona?	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>