# Buyer Persona Worksheet

Patty Persona’s Picture

A “buyer persona” is a fictional set of real people who share similar traits and experiences. The persona represents the typical buyers for the business. If there is more than one group, you should create a different persona for each of the different buyers.

## General Information

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| **Name** |  |
| **Age** |  |
| **Gender** |  |
| **Job Titles(s)** |  |
| **Typical Experience** |  |
| **Education** |  |
| **Location** |  |
| **Skills** |  |
| **Reputation** |  |
| **Affiliation (social or business group)** |  |
| **Personal preferences** |  |
| **Pet Peeves** |  |
| **Other Information** |  |

## Work Information

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| --- | --- |
| **Persona’s Objectives** |  |
| **Key Issues or Key Problems You Can Solve for Persona** |  |
| **Describe the Persona’s ideal solution to their problem or issue** |  |
| **Criteria that must be met to best address the persona’s problem or issue** |  |
| **Key tasks Persona needs to perform?** |  |
| **Message inclination (types/tones they will likely respond to)?** |  |
| **What are key motivations for the Persona?** |  |
| **What is important to them?** |  |
| **What are they afraid of losing in their current situation?** |  |
| **What personal reasons do they want to buy?** |  |

## Describe the Persona with only 3 words:

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