

Buyer Persona

Name of the fictional ideal client:		
Gender:	Age:	Marital Status:
Occupation:		Income:
Location:		
Personality:		
<i>Goals, Motivations & Aspirations:</i>	<i>Key Pain Points & Challenges</i>	
Interests & Hobbies:		
What does he/she value:		
Causes he/she supports:		

Buyer Persona

What does he/she talk about:

What platforms do he/she visit:

Rank his/her priorities & preferences:

Price

Cash

Youtube

Quality

PayPal

Instagram

Service

Credit Card

Facebook

Comments/Notes:

Trusted Marketing Channels:

When they make buying decisions, what sources do they trust - influencers, google, niche blogs etc.

Marketing Message:

Something that resonates with his/her personality, problems and aspirations.