|  |
| --- |
| **BUYER PERSONA 1 NAME:** Enter Name Here |
|  |  |
| **WHO?** |
| **Background:** Job? Career history? Career goals? Family? |
| * Bullet 1
* Bullet 2
 |
| **Demographics:** Male or female? Age? Income? Location?  |
| * Bullet 1
* Bullet 2
 |
| **Identifiers:** Demeanor? Communication preferences? Technology adoption? Investible assets? |
| * Bullet 1
* Bullet 2
 |
| **WHAT?** |
| **Goals:** Primary goal? Secondary goal? |
| * Bullet 1
* Bullet 2
 |
| **Challenges:** Primary challenge? Secondary challenge? |
| * Bullet 1
* Bullet 2
 |
| **What We Offer:** …to help this persona achieve their goals? …to overcome their challenges? |
| * Bullet 1
* Bullet 2
 |
| **WHY?** |
| **Real Quotes:** What do they say about their goals, challenges, etc. |
| * Bullet 1
* Bullet 2
 |
| **Common Objections:** Why wouldn’t they buy your product or service? What pushback do you get while pitching? |
| * Bullet 1
* Bullet 2
 |
| **HOW?** |
| **Marketing Messaging:** How should you describe your solution to this persona in regards to their needs or challenges? |
| * Bullet 1
* Bullet 2
 |
| **Elevator Pitch:** How can you concisely sell this persona on your solution? |
| * Bullet 1
* Bullet 2
 |
|  |
| **BUYER PERSONA 2 NAME:** Enter Name Here |
|  |  |
| **WHO?** |
| **Background:** Job? Career history? Career goals? Family? |
| * Bullet 1
* Bullet 2
 |
| **Demographics:** Male or female? Age? Income? Location?  |
| * Bullet 1
* Bullet 2
 |
| **Identifiers:** Demeanor? Communication preferences? Technology adoption? Investible assets? |
| * Bullet 1
* Bullet 2
 |
| **WHAT?** |
| **Goals:** Primary goal? Secondary goal? |
| * Bullet 1
* Bullet 2
 |
| **Challenges:** Primary challenge? Secondary challenge? |
| * Bullet 1
* Bullet 2
 |
| **What We Offer:** …to help this persona achieve their goals? …to overcome their challenges? |
| * Bullet 1
* Bullet 2
 |
| **WHY?** |
| **Real Quotes:** What do they say about their goals, challenges, etc. |
| * Bullet 1
* Bullet 2
 |
| **Common Objections:** Why wouldn’t they buy your product or service? What pushback do you get while pitching? |
| * Bullet 1
* Bullet 2
 |
| **HOW?** |
| **Marketing Messaging:** How should you describe your solution to this persona in regards to their needs or challenges? |
| * Bullet 1
* Bullet 2
 |
| **Elevator Pitch:** How can you concisely sell this persona on your solution? |
| * Bullet 1
* Bullet 2
 |
|

|  |
| --- |
| **BUYER PERSONA 3 NAME:** Enter Name Here |
|  |  |
| **WHO?** |
| **Background:** Job? Career history? Career goals? Family? |
| * Bullet 1
* Bullet 2
 |
| **Demographics:** Male or female? Age? Income? Location?  |
| * Bullet 1
* Bullet 2
 |
| **Identifiers:** Demeanor? Communication preferences? Technology adoption? Investible assets? |
| * Bullet 1
* Bullet 2
 |
| **WHAT?** |
| **Goals:** Primary goal? Secondary goal? |
| * Bullet 1
* Bullet 2
 |
| **Challenges:** Primary challenge? Secondary challenge? |
| * Bullet 1
* Bullet 2
 |
| **What We Offer:** …to help this persona achieve their goals? …to overcome their challenges? |
| * Bullet 1
* Bullet 2
 |
| **WHY?** |
| **Real Quotes:** What do they say about their goals, challenges, etc. |
| * Bullet 1
* Bullet 2
 |
| **Common Objections:** Why wouldn’t they buy your product or service? What pushback do you get while pitching? |
| * Bullet 1
* Bullet 2
 |
| **HOW?** |
| **Marketing Messaging:** How should you describe your solution to this persona in regards to their needs or challenges? |
| * Bullet 1
* Bullet 2
 |
| **Elevator Pitch:** How can you concisely sell this persona on your solution? |
| * Bullet 1
* Bullet 2
 |

 |