|  |  |
| --- | --- |
| **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 | | | |