Buyer persona template

## Section 1: Key Demographics

(This section contains generalized demographics about your ideal client.)

### Name:

### Job and description:

### Age (or age range):

### Gender:

### Income:

### Location:

### Family information:

## Section 2: Identifiers

(This section contains clubs, unions, or other groups your client identifies with, as well as any other important information about identity.)

### Mannerisms:

### Groups he or she is a part of:

## Section 3: Communication Preferences

(This includes your client’s preferred communication methods.)

Phone

Email

Text

Social Media

Face-to-face

## Section 4: Goals

(This section includes the things that are the very most important to your client’s life.)

**Goal #1:**

**Goal #2:**

**Goal #3:**

## Section 5: Biggest Needs

(This section includes the things that your buyer wants, dreams of, and stresses over.)

**Need #1:**

**Need #2:**

**Need #3:**

## Section 6: How You Meet Your Buyer’s Needs

(This section connects your product or products with your buyer’s needs. Show them how you can solve their problems.)

**My Solution to Need #1:**

**My Solution to Need #2:**

**My Solution to Need #3:**

## Section 7: Common Objections

(This section includes the most common objections you hear in response to your product.)

**Objection #1:**

**Objection #2:**

**Objection #3:**

**Ways to Meet Objections:**

## Section 8: How and Where They Buy

(This section includes information about how your buyers make decisions during each step of your sales cycle.)

## Section 9: Talking Points

(This section describes the messaging that works best with your client.)

## Section 10: Our Pitch in a Nutshell

(This section is one or two sentences that everyone on your team can use to explain your product to this client.)