

Buyer Persona



Name: _____
Age: _____ Gender: _____
Location: _____
Education: _____
Industry: _____
Job title: _____
Reports to: _____

Social networks



Preferred methods of communication

- Email
- Phone call
- In-person
- Social Media
- Phone text
- Other _____

Personality

Hobbies and interests

Job responsibilities

Goals and objectives

Values

