

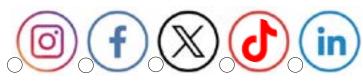
Buyer Persona

Job responsibilities

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

Goals and objectives

Social networks



Values

Preferred methods of communication

EmailSocial MediaPhone callIn-personOther

Pain points

Personality

Hobbies and interests