Come up with an actual name to help your team easily distinguish profiles.

**Persona name:**

Create a basic profile and identify aspects of your customer, like profession, age, and economic status.

**Personal profile:**

How did they end up where they are today?

**Your persona’s back story:**

**General Buyer Customer Persona**

**Customer Persona Template**

Use this template to create your own buyer persona. This template includes various types of templates to fit your business needs.

Identify potential interests and hobbies that may be associated with the persona’s purchasing behaviors.

**Behavior:**

What are their goals and desires, both personal and professional? What are they trying to accomplish in their career or their life?

**Objectives:**

What are the specific areas in which they face challenges in their business or personal life? What are the barriers that could be overcome with the right solutions?

**Pain points:**

Describe a few of the ways you can address the pain points and help them accomplish their objectives, likes, values, and how they prefer to interact.

**Ways you can help:**

Based on all mentioned aspects, think of the most effective ways to engage and market to the persona.

**Ideal lead generation or marketing tactic:**

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**Personal profile:**

What are their primary and secondary goals? What are their personal versus professional goals?

**Goals and motivations:**

What are their challenges in meeting their goals or their roadblocks to success?

**Challenges:**

How can you help them overcome their challenges?

**Ways you can help:**

How can you describe your solutions in a way that would resonate to your persona?

**Marketing messages:**

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**Persona name:**

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**Personal profile:**

Identify potential interests and hobbies that may be associated with the persona’s purchasing behaviors.

**Behavior:**

What are their goals and desires, both personal and professional? What are they trying to accomplish in their career or their life?

**Objectives:**

What devices do they use and when are the best times to get in touch with them?

**Communication preferences:**

What are their challenges in meeting their goals or their roadblocks to success?

**Challenges:**

How can you help them overcome their challenges and be better at their jobs?

**Ways you can help:**

How can you describe your solutions in a way that would resonate to your persona?

**Marketing messages:**