## General Buyer Customer Persona

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

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

### Your persona's back story:
How did they end up where they are today?

### Behavior:
Identify potential interests and hobbies that may be associated with the persona’s purchasing behaviors.
## General Buyer Customer Persona

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

### Pain points:
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?

### Ways you can help:
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.

### Ideal lead generation or marketing tactic:
Based on all mentioned aspects, think of the most effective ways to engage and market to the persona.
<table>
<thead>
<tr>
<th><strong>Persona name:</strong></th>
<th><strong>Goals and motivations:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Come up with an actual name to help your team easily distinguish profiles.</td>
<td>What are their primary and secondary goals? What are their personal versus professional goals?</td>
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<th><strong>Personal profile:</strong></th>
<th><strong>Challenges:</strong></th>
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<td>Create a basic profile and identify aspects of your customer, like profession, age, and economic status.</td>
<td>What are their challenges in meeting their goals or their roadblocks to success?</td>
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<th><strong>Ways you can help:</strong></th>
<th><strong>Marketing messages:</strong></th>
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<td>How can you help them overcome their challenges?</td>
<td>How can you describe your solutions in a way that would resonate to your persona?</td>
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## Sales Customer Persona

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

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### Objectives:
What are their goals and desires, both personal and professional? What are they trying to accomplish in their career or their life?
# Sales Customer Persona

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

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

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

## Marketing messages:
How can you describe your solutions in a way that would resonate to your persona?