| **CUSTOMER PERSONA TEMPLATES**  Use templates to create your own buyer personas.  This file includes various types of templates to fit your business needs. |
| --- |

| **General Buyer Customer Persona** |
| --- |

| **Persona Name** |  | **Your Persona’s Back Story** |
| --- | --- | --- |
| Come up with an actual name to help your team easily distinguish profiles. | How did they end up where they are today? |
| **Personal Background** |
| Create a basic profile and identify aspects of your customer, like age, profession, and economic status. |
| **Behavior** | | |
| Identify potential interests and hobbies that may be associated with the persona’s purchasing behaviors. | | |
| **Objectives** |  | **Pain Points** |
| What are their goals and desires, both personal and professional? What are they trying to accomplish in their career or their life? | What are the specific areas in their business or personal life which they face challenges? What are the barriers that could be overcome with the right solution? |
| **Ways You Can Help** | **Ideal Lead Generation or Marketing Tactic** |
| 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. | Based on all mentioned aspects, think of the most effective ways to engage and market to the persona. |
|  | | |

| **B2B Customer Persona** |
| --- |

| **Persona Name** |  | **Goals and Motivations** |
| --- | --- | --- |
| Come up with an actual name to help your team easily distinguish profiles. |  | What are their primary and secondary goals? What are their personal and professional goals? |
| **Personal Background** |
| Create a basic profile and identify aspects of your customer, like age, profession, and economic status. |

| **Challenges** |  | **Ways You Can Help** |  | **Marketing Messages** |
| --- | --- | --- | --- | --- |
| What are their challenges in meeting their goals? What are their roadblocks to success? |  | How can you help them overcome their challenges? |  | How can you describe your solutions in a way that would resonate with your persona? |
|  | | | | |

| **Sales Customer Persona** |
| --- |

| **Persona Name** |  | **Behavior** |
| --- | --- | --- |
| Come up with an actual name to help your team easily distinguish profiles. |  | Identify potential interests and hobbies that may be associated with the persona’s purchasing behaviors. |
| **Personal Background** |
| Create a basic profile and identify aspects of your customer, like age, profession, and economic status. |
| **Objectives** | | |
| What are their goals and desires, both personal and professional? What are they trying to accomplish in their life or career? | | |

| **Communication Preferences** |  | **Challenges** |
| --- | --- | --- |
| What devices do they use and when are the best times to get in touch with them? | What are their challenges in meeting their goals? What are their roadblocks to success? |
| **Ways You Can Help** | **Marketing Messages** |
| How can you help them overcome their challenges and be better at their jobs? | How can you describe your solutions in a way that would resonate with your persona? |
|  | | |