How to Create a Buyer Persona Template

Customer Name

Customer Title

Age:
Education:
Occupation:
Income:
Location

Bio

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Business/Career Goals

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Biggest challenge for those goals

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How are they using our products

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What they like about our products/Service (Real quotes)

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What they dislike about our products/Service (Real quotes)

- The content would not load occasionally.
- They hope

What online communities are they in

- Facebook Groups
- LinkenIn Groups
- Slack Groups

Where do they learn about news

- Facebook
- Twitter
- Google News

Online publication they subscribed to

- Blog
- Newsletter
- Medium

Buyer Persona Template (Completed Example)

Marcus Anderson

Agency Owner at DigitalHero

Age: 42
Education: MBA
Occupation: Agency owner
Income: $140k-$160k
Location: London

Bio

Marcus started his online marketing agency when he was 35 years old, today his agency still catters mostly to SMB but has grown to have 10 employees and a 7 figure business.

Business/Career Goals

- Scale his agency revenue to 8 figures.
- Expand customer base in Europe.
- Improve team efficiency and reduce error rates

Biggest challenge for those goals

- Every new client takes away an additional portion of his already limited time. 4
- Systemizing product and service offerings
- Client servicing

How are they using our products

He originally bought our products to improve his client onboarding workflow. They have been using our direct feed (like an API) to embed content their Google Site Intranet.

What they like about our products/Service (Real quotes)

- "I can use your content to do high level consulting with clients"
- "I like that It's constantly updated."
- "Your customer support rap has been outstanding!"

What they dislike about our products/Service (Real quotes)

- "Whenever we login from multiple devices, it would just crash"
- "I wish the layout would accommodate mobile and tablet devices"