

Customer Persona Template

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

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.

B2B 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.

Goals and motivations:

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

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?

Marketing messages:

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

Sales 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.

Behavior:

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

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?