



Buyer Persona Worksheet

Use the worksheet below to get started on creating your own ideal customer personas!

Background

Education

Job

Family

Demographics

Gender

Age

Income

Attributes

Disposition

Preferred Means of Communication

Personal Interests

Hobbies

Values

Professional Goals

Challenges

How Can We Help?

Common Objections (Why wouldn't they buy from you?)

Taking the personas you outlined in the last section and the answers to the very brief messaging exercise questions above, complete the worksheet below. The goal is to align your business's products or services and key messages to the specific buyer's persona.

How can we help?

What can we offer to help meet their goals and/or address their challenges?

What should our message be?

How should we describe our products or services to this person, keeping in mind their interests and communication preferences.

What are common objections?

Why wouldn't they buy from you?

How can we address these objections?

What can you say? What can you show them? How do you overcome the objection?

What is our elevator pitch?

If we had only a few sentences to explain what we do and get this person's attention, what should we say?