

# Buyer Persona Workbook

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questions to help you figure out who  
your buyer persona is

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# Background

Describe their personal demographics:

Describe their educational background:

What is their family like?

What is their role in the company?

What do they do outside of work?

# Business Background

What industry do they work in?

What is the size of their company?

What is the revenue of their company?

What is their role in their business?

What types of things do they value in their business/job?

What does a typical day look like for them?

What are they responsible for day-to-day?

What are their challenges?

What are their goals?

How does your company help them to achieve their goals?

How does your company help them to overcome their challenges?

How do they communicate with their customers?

How do they communicate with vendors/other business partners?

## **Personal**

Do they have any special skills that allow them to compete against their competitors?

What blogs and websites do they read?

What social media platforms are they hanging out on?

## Buyer Persona Example

### Super Woman

She is the millennial woman who runs her own business and/or blog. Her company is most likely small (less than 5 employees) and her job duties include everything.

She manages the social media, creates the content, fills orders and generates leads. Lead generation is the biggest frustration of Super Woman. She might outsource the accounting and maybe some admin duties to a virtual assistant every now and then.

Her business is making less than \$100,000 per year and she needs a web and graphic designer who can help her create elements of branding without breaking her budget. Her marketing budget isn't huge, therefore having someone to provide her with excellent brand management would help her a lot.

She has her bachelors degree but wanted to start her own business to make an impact on the world. She values spending quality time with her loved ones and having a job that she enjoys doing. She would never put work before her family but is a serious hustler and can get stuff done.

## Creating Your Buyer Persona

- 1) Take all the information from the questions above and turn it into a story to describe who they are
- 2) Give your buyer persona a name
- 3) Find a photo of someone who you feel reflects your buyer persona. Search through stock photography (such as [pexels.com](https://www.pexels.com) for free stock photos).
- 4) Keep your buyer persona(s) tucked away for reference!

Awesome! Your buyer persona is now complete!  
Make sure to create more if you feel that you have more than one, and keep revising your persona as your business grows!