

Your Buyer Persona

1. Persona Name

2. What does a day in the life look like?

3. What is most important to the buyer? What does he value?

4. What are we trying to solve? What are the pain points?

5. What is the buyer's place in the organization?

6. Where does the buyer go for information?

7. What are the buyer's expectations for your products and services?

8. What are the buyer's biggest objections to your products and services?