

Buyer Persona Worksheet

Insert a stock photo
to represent your
ideal customer

Name:

Preferred pronouns:

Age:

Location:

Family status:

Ethnicity:

Occupation:

What problem do they need to solve?

How would they describe the problem in their own words?

How long have they had the problem?

How bothersome is the problem to them?

What negative impacts does the problem have on various aspects of their life? (For example, how does it affect their career? Their relationships? Their financial well-being? Their health?)

What have they done to try to solve the problem?

What do they want the ideal solution to do for them?

How will they feel once they've found the ideal solution?