

# Buyer Persona Template



Background and Demographics	Personality Traits	Behaviour	Goals and Motivations
Name ↴	Introvert vs Extrovert? Interested in trying new things or likes consistency?	Interests and hobbies that may be associated with the persona's spending habits.	What desires or objectives does this person have and how do they relate to your product or service?
Age ↴			
Gender ↴			
Family and Relationship Status ↴			
Location of Residence ↴	<p><b>Quotes</b></p> <p>Quotes that could be said by this person about their goals, challenges, etc.</p>	<p><b>Communication and Schedule</b></p> <p>Device and social media preferences? Preferred communication style and working hours?</p>	<p><b>Problems and Challenges</b></p> <p>What pain points exist in this person's life? How does it relate to your product or service?</p>
Job Title or Profession ↴			
Highest Level of Education ↴			
Annual Income ↴			