



# BUYER PERSONA

Who are you  
trying to reach?



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# Buyer Persona

## Your **TOOLKIT** for **Success**



The Buyer Persona will help every aspect of your company's marketing and sales initiatives.

- **Editorial Calendar**- The Buyer Personal will help you craft **month themes** and **content** that cater to your ideal clients
- **Paid Traffic**- This worksheet can help you hone in on the **ad platforms** that your clients will see.
- **Copywriting**- An inside look into your target demographic will help your team write **compelling copy** that grabs your ideal clients attention.
- **Email Marketing** - Discover which clients will benefit most from **specific email campaigns**.



# Buyer Persona

## Goals & Values

- Goals
- Values

AGE:

GENDER:

MARITAL STATUS:

# OF CHILDREN:

## Pain Points

- Challenges
- Pain Points

**CLIENT #1**

## Sources of Information

- Books
- Blogs/Websites
- TV
- Industry Experts

JOB TITLE:

INCOME:

EDUCATION:

OTHER:

## Aversion to Purchase Process

- Objections to the sale
- Role in purchase process



# Buyer Persona

## Goals & Values

- Goals
- Values

AGE:

GENDER:

MARITAL STATUS:

# OF CHILDREN:

## Pain Points

- Challenges
- Pain Points

**CLIENT #2**

## Sources of Information

- Books
- Blogs/Websites
- TV
- Industry Experts

JOB TITLE:

INCOME:

EDUCATION:

OTHER:

## Aversion to Purchase Process

- Objections to the sale
- Role in purchase process



# Buyer Persona

## Goals & Values

- Goals
- Values

AGE:

GENDER:

MARITAL STATUS:

# OF CHILDREN:

## Pain Points

- Challenges
- Pain Points

**CLIENT #3**

## Sources of Information

- Books
- Blogs/Websites
- TV
- Industry Experts

JOB TITLE:

INCOME:

EDUCATION:

OTHER:

## Aversion to Purchase Process

- Objections to the sale
- Role in purchase process