**Buyer Persona Template by JaySearch**

## Step 1: Demographics

The first thing you need to define about your buyer persona is demographics. Fill out the table below with your persona’s name, age, gender, etc.

| **Industry** |  |
| --- | --- |
| **Job Title** |  |
| **Gender** |  |
| **Name** |  |
| **Age** |  |
| **Location** |  |
| **Income Level** |  |
| **Education Level** |  |
| **Family Status** |  |

## Step 2: Personality

Find out about your buyer persona’s personality and put the info in the table.

| **Character Traits** |  |
| --- | --- |
| **Favorite Quotes** |  |
| **Hobbies and Interests** |  |

## Step 3: BIO

On this step, you want to gather as much information as possible to assemble your buyer persona’s BIO.

| **BIO** |  |
| --- | --- |

## Step 4: Professional Status

Fill out the table with the information about your persona’s professional status.

| **Job Responsibilities** |  |
| --- | --- |
| **Tool Required to Do the Job** |  |

## Step 5: Psychographics

Get to know your buyer persona better: find out it’s goals, beliefs, and values.

| **Professional Goals** |  |
| --- | --- |
| **Personal Goals** |  |
| **Beliefs and Values** |  |

## Step 6: Challenges and Pain Points

Now it’s time to go deeper and reveal your persona’s challenges and fears.

| **Biggest Struggles and Challenges** |  |
| --- | --- |
| **Fears** |  |

## Step 7: Sources of Information

At this point, you need to determine your persona’s sources of information, which include favorite sites, blogs, socials networks, events, and influencers.

| **Favorite Websites** |  |
| --- | --- |
| **Influencers** |  |
| **Favorite Social Networks** |  |
| **Favorite Online and Offline Events** |  |

## Step 8: Purchasing Process

Define the elements of your persona’s purchasing process.

| **Buying Role** |  |
| --- | --- |
| **Buyer’s Journey** |  |
| **Potential Buying Cycle** |  |
| **What Stops the Persona from Making a Purchase** |  |

## Step 9: Brief Persona Description

The last but not least is to compose a brief buyer persona description based in all the information you have found. A couple sentences is just enough.

| **Persona Description** |  |
| --- | --- |

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