

Buyers Personas Template

Intergage Marketing Systems

MarketingSystems.uk



Name of Persona

Sample Sally

Background

Job? Career Path? Family?

Demographic

*Male/Female? Age?
Income? Location?*

Identifiers

*Demeanor? Communication
preferences?*



Name of Persona

Sample Sally

Goals

Primary and secondary goals?

Challenges

Primary and secondary challenges?

What Can We Do

... to help our persona achieve their goals and overcome challenges



Name of Persona

Sample Sally

Real Quotes

*About goals/challenges,
etc*

Common Objections

*Why wouldn't they buy
your product or service?*



Name of Persona

Sample Sally

Marketing Messaging

How should you describe your solution to your persona?

Elevator Pitch

Sell your personas on your solution/s!

