Buyer Persona Worksheet

From Build Your Brand Mania by Matthew Bertram. One sheet per persona.

Persona name

Age

Sex

Income

Education

Marital status

Occupation

Photo that fits

Values, interests and lifestyle

Goals and motivations

How do they spend their day?

What problem does your product or service solve for them?

How did they learn about you?

How did they feel when they found you, and why?

How did they feel after buying?

Negative persona: who do you NOT want as a customer, and why?