

# Buyer's Persona Template

**Persona Name:** \_\_\_\_\_

## Demographics

*Age:* \_\_\_\_\_

*Race:* \_\_\_\_\_

*Occupation:* \_\_\_\_\_

*Marital Status:* \_\_\_\_\_

*Education:* \_\_\_\_\_

*Church/spiritual background:* \_\_\_\_\_

*Income level:* \_\_\_\_\_

*Where do they go for information:* \_\_\_\_\_

*Other info:* \_\_\_\_\_

**Persona's Goals:**

**Persona's Identifiers/Buzzwords:**

**Persona's Pain Points/Common objections:**

# *Buyer's Persona Template*

How can we address their pain points?

## **Marketing Message:**

*How should you describe your solution to this persona?*

## **Elevator Pitch:**

*Your 30-second spiel for this persona:*