



Persona Name

Persona Title

GET TO KNOW YOUR BUYERS. FILL OUT THIS PERSONA SHEET WITH THE IMPORTANT INFORMATION ABOUT THE BUYERS THAT YOUR TEAM COMMONLY INTERACTS WITH.

A brief sentence or two discussing the persona's main habits and most common ways he/she interacts with your company.

Primary Responsibilities

List out the persona's main roles and areas of management:

- First responsibility
- Second responsibility
- Third responsibility

Peers, Superiors and Subordinates

List out the people the persona is likely to interact with:

- Peers:
- Superiors:
- Subordinates:

Goals and Objectives

List out the persona's main goals for success:

- First goal
- Second goal
- Third goal

External Challenges

List out the external factors/industry trends hindering the persona from reaching his/her objectives:

- First challenge
- Second challenge
- Third challenge

Status Quo

List out the traditional/most likely alternatives to your products/services that the persona is likely using:

- First status quo
- Second status quo
- Third status quo

Internal Challenges

List out the organizational factors hindering the persona's from reaching his/her objectives:

- First challenge
- Second challenge
- Third challenge

Notes:

These are notes about the buyer persona, such as the most effective types of content or email templates to use.