

Buyer Persona Worksheet

Mapping out your buyer personas helps to understand your target market's mindset. Use the following worksheet to map out one of your buyer personas.



Buyer Persona Name:

Focused Company/Product:

General Demographics:

Gender:

Age:

Marital Status:

Profession:

Income:

Location:

Sources of Information:

Sales Objectives:

Challenges & Obstacles

Goals & Motivations:

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