

# Buyer Persona Template

<b>Demographic</b>	Sex:	
	Age Range:	
	Generation:	
	Title(s):	
	Reports to:	
	Years of Experience:	
	Education Level:	
<b>Personographic</b>	Personality Type:	
	Buyer Type:	
	Social Media Usage: (Personal/ Professional)	
	Mobile App Usage:	
	Content Types:	
	Content Attributes:	
	Preferred Sources of Information:	
	Online Communities:	
	Skills Needed to Succeed:	
<b>Buying Process:</b>	Influencers:	
	Purchase Triggers:	
	Barriers:	
	Deal Maker:	
<b>Priorities, Motivators and Drivers:</b>	Primary Responsibility:	
	Secondary Responsibility:	
	Other Responsibilities:	
	Primary Pressure or Challenge:	
	Secondary Pressure or Challenge:	
	Other Pressure or Challenge:	
<b>In Their Words:</b>		