

BUYER PERSONA WORKSHEET

Identify Your Target Audience, Maximize Your ROI

DEMOGRAPHIC

Age (Range): _____

Gender: _____

Income Level: _____

Education Level: _____

Occupation: _____

Marital Status: _____

Family Size: _____

Ethnicity: _____

Language: _____

PSYCHOGRAPHIC

Personality Traits: _____

Attitudes and Beliefs: _____

Interests and Hobbies: _____

Values and Principles: _____

Lifestyle Choices: _____

Social Class: _____

Preferences: _____

Motivations and Aspirations: _____

GEOGRAPHIC

Location: _____

Climate: _____

Urban, Suburban, Rural Area: _____

Population Density: _____

Proximity to Landmark Amenities: _____

Time Zone: _____

BEHAVIORAL

Buying Habits: _____

Purchase Frequency: _____

Brand Preferences: _____

Purchase Preferences (online, in-store): _____

Loyalty: _____

Engagement with Channels (social media, emails, etc.): _____

Product/Service Usage: _____

Decision Making Process: _____

DISCOVER HOW YOU CREATE VAULE

Uncovering details about WHO your audience is and HOW you impact their lives will help you develop effective messaging that resonates with them and showcases your value.

What problem are you solving for your customers? _____

What are their biggest pain points? _____

What can they achieve after you solve their problem? _____
