**Buyer Persona Worksheet**

The goal for this worksheet is to get you to really think about who your customers are. We are going to accomplish this by creating “buyer personas” that represent your customers.

As you will see, once you have gained a solid understanding of your various buyer personas, you will then be able to have this information inform other areas of your business blogging efforts.

**General Questions Applicable to All Personas:**

**Who is your product or service intended to serve?**

 **How would you describe your customers?**

**Do you have repeat customers? If so how would you describe them?**

**How are your customers finding out about your business?**

**Okay, now we that you have started to think about your customers “overall” it is time to drill down.**

In this section you are going to break out your customers into like-minded groups and you going to define these buyers with specific attributes.

It has been said that the more specific and detailed you are in defining each buyer persona, the better able you will be to deliver on their specific needs

Also - you are going to give each of these different buyers a specific name. By naming these buyer personas you are going to accomplish a few things - first these buyer personas are going to be more recognizable to your team, and they will also feel more real to you rather than abstract concepts.

Again, our goal with this entire exercise it to make sure that as a business owner you are connecting with your audience.

**Buyer Persona 1**

**Name:**

**Key Fact 1:**

**Key Fact 2:**

**Demographic Info:**

**Psychographic Info:**

**Key Pain Points:**

**Why You Instead of Your Competitor?:**

**Primary Motivation:**

**Secondary Motivation:**

**Additional Notes:**

**Buyer Persona 2**

**Name:**

**Key Fact 1:**

**Key Fact 2:**

**Demographic Info:**

**Psychographic Info:**

**Key Pain Points:**

**Why You Instead of Your Competitor?:**

**Primary Motivation:**

**Secondary Motivation:**

**Additional Notes:**

**Buyer Persona 3**

**Name:**

**Key Fact 1:**

**Key Fact 2:**

**Demographic Info:**

**Psychographic Info:**

**Key Pain Points:**

**Why You Instead of Your Competitor?:**

**Primary Motivation:**

**Secondary Motivation:**

**Additional Notes:**

**Sample Buyer Persona for a Hardware Store**

**Name:**  Mom with Kids

**Key Fact 1:** She is overwhelmed - she needs convenience. If it takes her too long to find something (online or off) she is not sticking around.

**Key Fact 2:** She is probably pretty intimidated walking into our store. She is going to need reassurance early. For our website she is going to need to feel that we “get” her.

**Demographic Info:** Female. Age 30 - 55. At least one child. Married

**Psychographic Info:** Homeowner. Safety is big. So is quality - otherwise she’d be shopping big box. Also a bit of an explorer and likes to have a purchase story.

**Key Pain Points:** Time. Money.

**Why You Instead of Your Competitor?:** She’ll get an amazing level of service with us.

**Primary Motivation:** Wants it done right the first time.

**Secondary Motivation:** Money

**Additional Notes:** Once we obtain her trust as a customer she is likely to become a repeat customer. Service is critical. Early at the door, and quickly on our site we need to establish and reinforce trust.