

Gabriel Mesa



Background

Job? Career Path? Family? Lifestyle?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Demographics

Age? Income? Location? Gender Identity?

- Your text here
- Your text here
- Your text here
- Your text here

Identifiers

Communication preferences? Social media platforms?

- Your text here
- Your text here
- Your text here
- Your text here

Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- Your text here
- Your text here

What can we do?

...to help our persona achieve their goals? ...to help our persona overcome their challenges?

- Your text here
- Your text here
- Your text here

Goals

Primary/secondary goals? Personal vs professional goals? Role-related vs company goals?

- Your text here
- Your text here

Gabriel Mesa



Real Quotes

About goals, challenges, etc.

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Common Objections

Why wouldn't they buy your product/service?

- Your text here
- Your text here
- Your text here
- Your text here

Marketing Messaging

How can you describe your solution to have the biggest impact on your persona?

- Your text here
- Your text here

Elevator Pitch/Bumper Sticker

Sell your persona on your solution - in a sentence or a few words!

- Your text here
- Your text here
- Your text here
- Your text here



Abigail Williams

Background & Demographics

*Job? Career path? Family? Lifestyle?
Spending habits? Age? Income? Location?
Gender identity?*

Age

Location

Gender

Education

Profession

Location

Lifestyle

Technology/Social Media

Device preferences? Social media platforms? Tech savvy?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Goals/Metrics/Motivations

Primary/secondary goals? Personal vs professional goals? Top metrics they track? Motivations?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Personality Traits

Introvert vs extrovert? Interested in trying new things or likes consistency and brands they trust?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

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...to help our persona achieve their goals?

...to help our persona overcome their challenges?

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- Your text here

Marketing Messaging

How can you describe your solution to have the biggest impact on your persona?

What resonates most with your persona?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Elevator Pitch/Bumper Sticker

Sell your persona on your solution - in a sentence or a few words!

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Julian Smith

Buyer persona description text here

BACKGROUND/ DEMOGRAPHICS

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- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

GOALS/ CHALLENGES

Cost savings? Value? Quality?
What problem does your product or service solve?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

TECHNOLOGY/SOCIAL MEDIA

Device preferences? Social media platforms? Communication preferences?

- Your text here
- Your text here
- Your text here
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MARKETING MESSAGING

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Joshua Stevens

Sales Buyer Persona

Demographics

Age? Income? Location? Gender identity?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Communication/Schedule

Device preferences? Preferred communication style (email vs call vs Slack vs Zoom vs Loom...)? Working hours?

- Your text here
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Goals/Metrics/Motivations

Primary/secondary goals? Personal vs professional goals? Top metrics they track? Motivations?

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Personality Traits

Introvert vs extrovert? Straight shooter or wants time to analyze and question?

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Background

Job? Career path? Family? Lifestyle? Spending habits?

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Joshua Stevens

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Lea Blask

Background

- Job?
- Career path?
- Family?
- Lifestyle?
- Spending habits?

Your text here

Demographics

- Age?
- Income?
- Location?
- Gender identity?

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Technology/Social Media

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Your text here...

Skills

CRM



Coding



Software Knowledge



Another skill



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