



Persona Image
Persona Name

BLANK BUYER PERSONA TEMPLATE



BUYER PERSONA TEMPLATE

<p>Persona Image</p>	<p>Empathy Quote</p>
<p>Persona Name</p>	<p>Demographics</p>
<p>Persona Summary</p>	



BUYER PERSONA TEMPLATE

<p>Persona Image</p>	<p>Goals and Aspirations:</p>
<p>Persona Name</p>	<p>Challenges and Pain Points:</p>
<p>Persona Summary</p>	



BUYER PERSONA TEMPLATE

<p>Persona Image</p>	<p>Behaviours and Buying Patterns:</p>
<p>Persona Name</p>	
<p>Values and Psychographics</p>	



BUYER PERSONA TEMPLATE

<p>Persona Image</p>	<p>Influences and Brand Affinities:</p>										
<p>Persona Name</p>											
<p>Buyer Journey Stage (select one)</p> <table border="1"><tr><td data-bbox="200 1022 484 1162"><p>Awareness</p></td><td data-bbox="510 1022 794 1162"><p>Interest</p></td><td data-bbox="819 1022 1103 1162"><p>Consideration</p></td><td data-bbox="1128 1022 1412 1162"><p>Decision</p></td><td data-bbox="1437 1022 1773 1162"><p>Support</p></td></tr><tr><td data-bbox="227 1196 459 1253"><p>Increase Brand Awareness and Trust</p></td><td data-bbox="568 1196 736 1282"><p>Explore Buyer Challenges and Solutions</p></td><td data-bbox="865 1196 1025 1282"><p>Support Buyer Research and Evaluation</p></td><td data-bbox="1147 1196 1360 1282"><p>Validate the Buyers Decision and Purchase</p></td><td data-bbox="1445 1196 1649 1282"><p>Improve Customer Success and Retention</p></td></tr></table>		<p>Awareness</p>	<p>Interest</p>	<p>Consideration</p>	<p>Decision</p>	<p>Support</p>	<p>Increase Brand Awareness and Trust</p>	<p>Explore Buyer Challenges and Solutions</p>	<p>Support Buyer Research and Evaluation</p>	<p>Validate the Buyers Decision and Purchase</p>	<p>Improve Customer Success and Retention</p>
<p>Awareness</p>	<p>Interest</p>	<p>Consideration</p>	<p>Decision</p>	<p>Support</p>							
<p>Increase Brand Awareness and Trust</p>	<p>Explore Buyer Challenges and Solutions</p>	<p>Support Buyer Research and Evaluation</p>	<p>Validate the Buyers Decision and Purchase</p>	<p>Improve Customer Success and Retention</p>							



BUYER PERSONA TEMPLATE

<p>Persona Image</p>	<p>Solution Fit/Value Proposition:</p>
<p>Persona Name</p>	
<p>Buyer Journey Stage (detail)</p>	