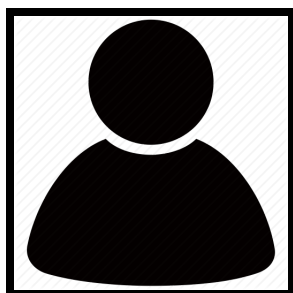


Creating a buyer persona is a crucial piece to any marketing campaign and can help everyone within your business become more successful at doing their jobs - from sales to client relations and more. Use your research to help fill out the fields below to further tell your persona's story.



NAME:

1. What is their demographic information? (i.e. age, sex, income, etc.)	
2. What is their job and level of seniority?	
3. What does a day in their life look like?	
4. What are their pain points? What do you help them solve?	
5. Where do they go to get their information?	
6. What do they value most?	
7. What are their common objections to your service?	
8. What experience are they looking for when seeking your services?	



