



# HOW TO CREATE BUYER PERSONAS

## Introduction to Buyer Personas

Buyer personas are generalized representations of your brand's ideal customers. They're designed to help you understand your target audiences' wants, needs, goals and challenges. By leveraging that deeper understanding, your brand will be able to develop content that resonates with your ideal customers and craft unique messages for specific audience segments.

### How to Build Buyer Personas

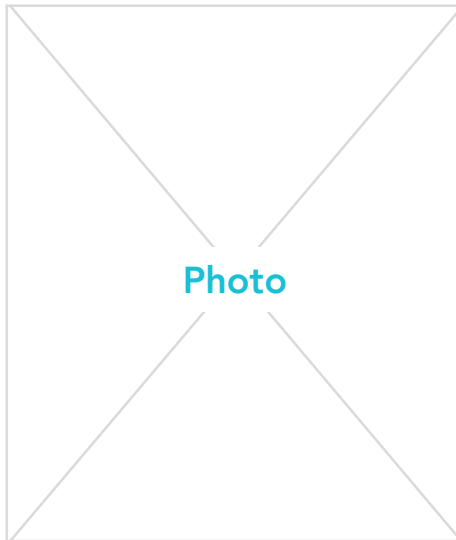
Collecting all the information required to build buyer personas can be a daunting task. That's why we developed this worksheet to get you started. To get started, follow the instructions below and reference the template on the second page.

#### Instructions:

- Look through your customer/prospect databases to identify your ideal customer types.
- Select 1-3 customers/prospects to serve as models for your buyer personas.
- Use the worksheets included here to conduct research into these consumers and build out a complete picture of your personas.

# Buyer Persona Template

## Buyer Persona Sample:



### Demographics

Gender: Female/male

Age: Age range

Income: Income range

Location: For local businesses

Education: H.S. grad, college, etc.

### Career information

Job title: Be as specific as possible

Tenure: May be more important for B2B companies

Responsibilities: Buyer, decision maker, etc.

### Research

Communication: How do they prefer to receive messages from your brand?

Goals: Primary goals, secondary goals

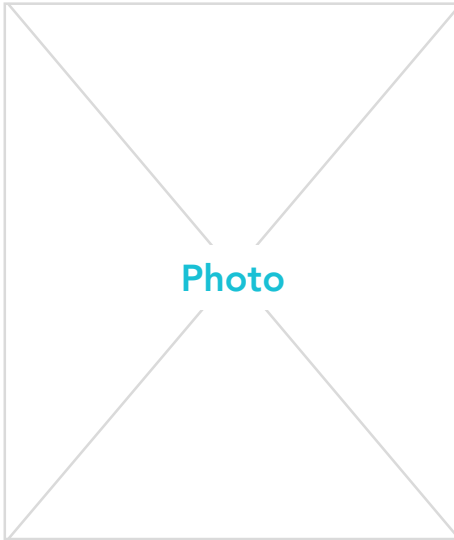
Challenges: Conflicts that your brand can help them solve

Real quotes: Include a couple actual quotes from an ideal customer collected during interviews

Elevator pitch: The best way to position your products to this consumer

# Buyer Persona Template

## 1 Buyer Persona Name:



### Demographics

Gender: \_\_\_\_\_

Age: \_\_\_\_\_

Income: \_\_\_\_\_

Location: \_\_\_\_\_

Education: \_\_\_\_\_

### Career information

Job title: \_\_\_\_\_

Tenure: \_\_\_\_\_

Responsibilities: \_\_\_\_\_

### Research

Communication: \_\_\_\_\_

Goals: \_\_\_\_\_

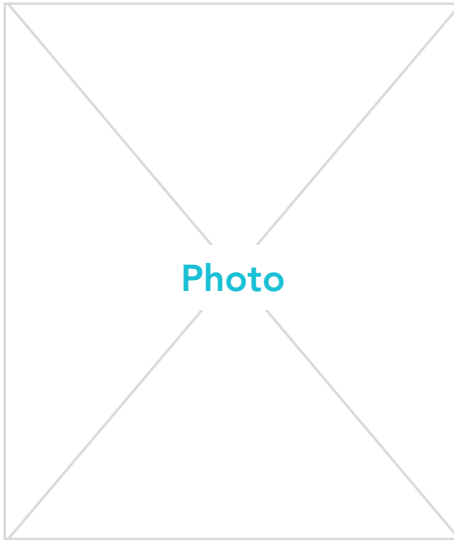
Challenges: \_\_\_\_\_

Real quotes: \_\_\_\_\_

Elevator pitch: \_\_\_\_\_

# Buyer Persona Template

## 2 Buyer Persona Name:



### Demographics

Gender: \_\_\_\_\_

Age: \_\_\_\_\_

Income: \_\_\_\_\_

Location: \_\_\_\_\_

Education: \_\_\_\_\_

### Career information

Job title: \_\_\_\_\_

Tenure: \_\_\_\_\_

Responsibilities: \_\_\_\_\_

### Research

Communication: \_\_\_\_\_

Goals: \_\_\_\_\_

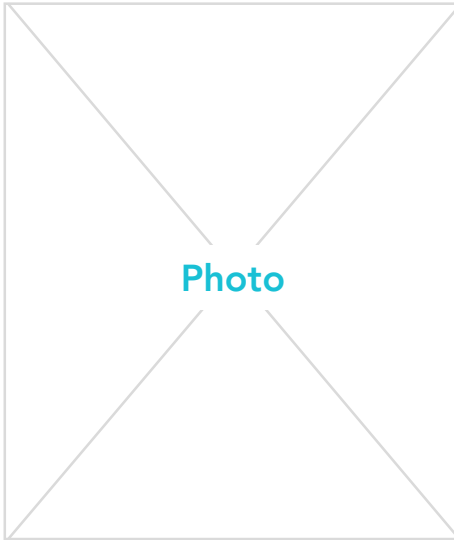
Challenges: \_\_\_\_\_

Real quotes: \_\_\_\_\_

Elevator pitch: \_\_\_\_\_

# Buyer Persona Template

## 3 Buyer Persona Name:



### Demographics

Gender: \_\_\_\_\_

Age: \_\_\_\_\_

Income: \_\_\_\_\_

Location: \_\_\_\_\_

Education: \_\_\_\_\_

### Career information

Job title: \_\_\_\_\_

Tenure: \_\_\_\_\_

Responsibilities: \_\_\_\_\_

### Research

Communication: \_\_\_\_\_

Goals: \_\_\_\_\_

Challenges: \_\_\_\_\_

Real quotes: \_\_\_\_\_

Elevator pitch: \_\_\_\_\_



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BUYER PERSONAS OR  
CONTENT STRATEGY?

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