

# Buyer Persona

Think carefully about the type of person who is seeking your product or service. That way, you can better satisfy them.



**NAME**

**AGE**

**EDUCATION**

**OCCUPATION**

**COMPANY SIZE**

**HOW THEY FIND YOU**

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**HOW THEY LEARN**

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**COMMUNICATION  
PREFERENCES**  
(IN PERSON, EMAIL, ETC.)

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**SOCIAL MEDIA  
PREFERENCES**

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**GOALS AND WANTS**

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**FRUSTRATIONS  
AND CHALLENGES**

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**WOULD BENEFIT FROM**

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