



Buyer Persona Worksheet (Basic)

A buyer persona is a semi-fictional profile of your ideal client. It pulls together various data from experiences with real customers into an actionable marketing tool. You may have more than one, and that's fine! Create a separate one for each persona and fill each out completely for the best results.

Your Business Name: _____

Persona Name:

Choose something memorable like, "Real Estate Rita" or "Bicycle Barry"

Gender

Male Female Non-Binary

Age

18-24 25-35 35-45 45-55 55+

Marital Status

Single Married Partnered Widowed

Occupation

Craft Your Persona's Story

Using the info above, flesh out the storyline of your buyer persona. Bring everything together by painting a picture of who your buyer persona is and what their needs are as they relate to your business.