



Your Buyer Persona

1. Persona Name	
2. What does a day in the life look like?	
3. What is most important to your buyer? What does she value?	
4. What are we trying to solve? What are the pain points?	
5. What is the buyer's place in the organization?	
6. Where does your buyer go for information?	
7. What are your buyer's expectations for your products and services?	
8. What are your buyer's biggest objections to your products and services?	