

StepToInbound Buyer Persona Template



Background

Age:

Enter text here

Education:

Enter text here

Industry:

Enter text here

Location:

Enter text here

Goals and Objective

Their common business goals and objectives

Enter text here

Common Objections to your Company/Product/Services

Why wouldn't they buy your brand?

Enter text here

Information Sources

Where do they get their information from?

Enter text here

Challenges

Their common challenges you may want to address

Enter text here

Messaging/Theme

What is the ultimate value/ message you want to sell

Enter text here

Elevator Pitch

“What would you say in one sentence”

Enter text here