

BUYER PERSONA PROFILE



PERSONA'S NAME

AGE

WHERE THEY LIVE AND/OR WORK

SEX

INCOME

POSITION

LIFETIME VALUE OF THE CLIENT (GROSS PROFIT OVER TIME)

HOW DOES THE CLIENT USE YOUR PRODUCT

**ON WHAT MARKETING CHANNELS CAN YOU
CONNECT WITH THE CLIENT?**

**WHAT ARE THE BIGGEST BARRIERS TO
CONNECTION WITH YOUR CLIENT?**

CLIENT PAIN STATEMENTS:

**CLIENT SHORT-TERM/
LONG-TERM GOALS:**

**GIVEN WHAT YOU KNOW ABOUT YOUR CLIENT
WHAT ARE SOME WAYS TO OVERCOME BARRIERS TO CONNECTION?**

**GIVEN WHAT YOU KNOW ABOUT YOUR CLIENT
WHAT ARE SOME WAYS TO OVERCOME BARRIERS TO TRUST YOUR PRODUCT/SERVICE?**

**GIVEN WHAT YOU KNOW ABOUT YOUR CLIENT
HOW DOES YOUR SOLUTION FIT INTO THE CLIENTS SHORT-TERM AND LONG-TERM GOALS?**

WHAT CAN YOU PROMISE YOUR CLIENT?

CHALLENGE SOLVED + TIME STAMPED + GUARANTEE + CONDITIONS MET

GIVEN WHAT YOU KNOW ABOUT YOUR CLIENT

WHAT CAN YOU OFFER CLIENTS OF EXCEPTIONAL VALUE THAT YOU'RE WILLING TO GIVE AWAY?

GIVEN WHAT YOU KNOW ABOUT YOUR CLIENT

WHAT CONTENT CAN YOU PROVIDE TO HELP PEOPLE DISCOVER YOUR SOLUTIONS?

GIVEN WHAT YOU KNOW ABOUT YOUR CLIENT

WHAT CONTENT CAN YOU PROVIDE TO HELP PEOPLE RESEARCH YOUR BENEFITS?

GIVEN WHAT YOU KNOW ABOUT YOUR CLIENT

WHAT CONTENT CAN YOU PROVIDE TO HELP PEOPLE MAKE THE DECISION TO GO WITH YOU?