

**Buyer Persona Worksheet** – (List your target audience in order of importance)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

**Buyer Persona #1 –**

**What are their goals/aspirations?**

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**What are their problems/frustrations?**

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**What media do they rely on for answers to their problems?**

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**Buyer #1**

What words/phrases do they use?

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• What sorts of images and multimedia appeal to them?

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• List websites/RSS feeds/blogs they use:

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• List conferences /seminars they attend (topics):

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Include any other useful information:

**Buyer Persona #2 -**

**What are their goals/aspirations?**

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**What are their problems/frustrations?**

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**What media do they rely on for answers to their problems?**

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**Buyer #2**

What words/phrases do they use?

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What sorts of images and multimedia appeal to them?

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List websites/RSS feeds/blogs they use:

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List conferences /seminars they attend (topics):

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Include any other useful information:

### Buyer Persona #3 –

What are their goals/aspirations?

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What are their problems/frustrations?

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What media do they rely on for answers to their problems?

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**Buyer #3**

What words/phrases do they use?

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What sorts of images and multimedia appeal to them?

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List websites/RSS feeds/blogs they use:

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List conferences /seminars they attend (topics):

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Include any other useful information:

## Buyer Persona #4 –

What are their goals/aspirations?

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What are their problems/frustrations?

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What media do they rely on for answers to their problems?

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**Buyer #4**

What words/phrases do they use?

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What sorts of images and multimedia appeal to them?

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List websites/RSS feeds/blogs they use:

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List conferences /seminars they attend (topics):

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Include any other useful information:

## Buyer Persona #5 –

What are their goals/aspirations?

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What are their problems/frustrations?

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What media do they rely on for answers to their problems?

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**Buyer #5**

What words/phrases do they use?

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What sorts of images and multimedia appeal to them?

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List websites/RSS feeds/blogs they use:

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List conferences /seminars they attend (topics):

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Include any other useful information:

**Buyer Persona #6 –**

**What are their goals/aspirations?**

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**What are their problems/frustrations?**

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**What media do they rely on for answers to their problems?**

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**Buyer #6**

What words/phrases do they use?

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What sorts of images and multimedia appeal to them?

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List websites/RSS feeds/blogs they use:

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List conferences /seminars they attend (topics):

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Include any other useful information: