

# BUYER PERSONA



**DATA BUBBLE**  
CONSULTANCY LIMITED  
INCREASE YOUR SALES

Create a Buyer Persona for each product or service

Product / Service:

Fictional Name:

## Ideal Customer

### Personal

Job title  
Sex  
Age  
Education  
Income  
Career ambitions Preferred  
contact method How  
purchased in the past  
Budget / Spend

### Company

Industry  
Size  
Location  
Head Office / Branch Any  
additional info

## Challenges & Goals

What are their challenges

How does it make them feel

What do they need to resolve these challenges

What's the desired outcome

What are the barriers that are stopping them  
achieve these outcomes

Other considerations:  
Who else may be involved in the decision

## Solution

How does the product solve these challenges?

How does the product get the desired outcome?

How does resolving the problem make them feel?

Have we addressed potential barriers?

Other considerations:  
How to influence others involved in the decision

## Marketing Message

Create a message that:

Highlights / agitates the problems

Solves the problems

Paints a picture of the desired outcome

Includes social proof & a call to action

Other considerations:  
Time and way of communicating the message