

BUYER PERSONA

DEMOGRAPHICS:

Age, Income, Education,
Location, Family



PROFESSIONAL:

Title, Company Size, Reports
To, Tools & Software



PERSONALITY TRAITS:

Interests & Hobbies, Favorite Brands,
Values

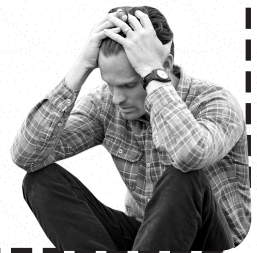


INFORMATION SOURCES:

Books/Magazines, Blogs/Podcasts/
YouTube Channels, Events, Associa-
tions/Memberships, Gurus/Experts



CHALLENGES & FEARS:



GOALS:

