

# Buyer Persona Creation Process

Buyer personas are created through a mix of research, surveys and interviews of your current and past customers as well as prospects. Go beyond your existing database, i.e. identify a list of never-been-contacted-ever-and-aren't-in-our-database, to interview.

Here are ways you can gather the necessary information to develop personas:

1. Interview in person or over the phone to discover what they need (you can gain a lot more useful information via actual conversations vs surveys)
2. Look through your database for trends in how customers became customers, including marketing/sales triggers
3. Use your website's form fields to gather information like social media presence or company size (data that's important to your research) as appropriate.
4. Be sure sales is involved and provides insight into what customers they converted including how and where



Company / Product Name

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### GOALS, ROLE & RESULTS

Goals:

- 1.
- 2.
- 3.

Role in Buying Process:

- 

Expected Results from Buying Solution:

- 

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### PAIN POINTS & SUCCESS FACTORS

Pain Points:

- 1.
- 2.
- 3.

Most Critical Decision Criteria:

- 1.
- 2.
- 3.

2 Persona Details:

**Name:**

\_\_\_\_\_

**Gender:**

\_\_\_\_\_

**Location:**

\_\_\_\_\_

**Occupation:**

\_\_\_\_\_

**Annual Income:**

\_\_\_\_\_

**Yrs. Current Job:**

\_\_\_\_\_

**Education Level:**

\_\_\_\_\_

### SOURCES OF INFORMATION 7

1. Social Media
2. Books
3. Conferences
4. Blogs/Subscriptions
5. Influencers

### TRIGGERS REASON TO BUY 8

- 1.
- 2.
- 3.

### CONCERNS / PERCEIVED BARRIERS 9

- 1.
- 2.
- 3.

### REAL QUOTES & COMMON OBJECTIONS

Real Quotes:

- 1.
- 2.
- 3.

Common Objections:

- 1.
- 2.
- 3.

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### MARKETING MESSAGE & ELEVATOR PITCH

Marketing Message:

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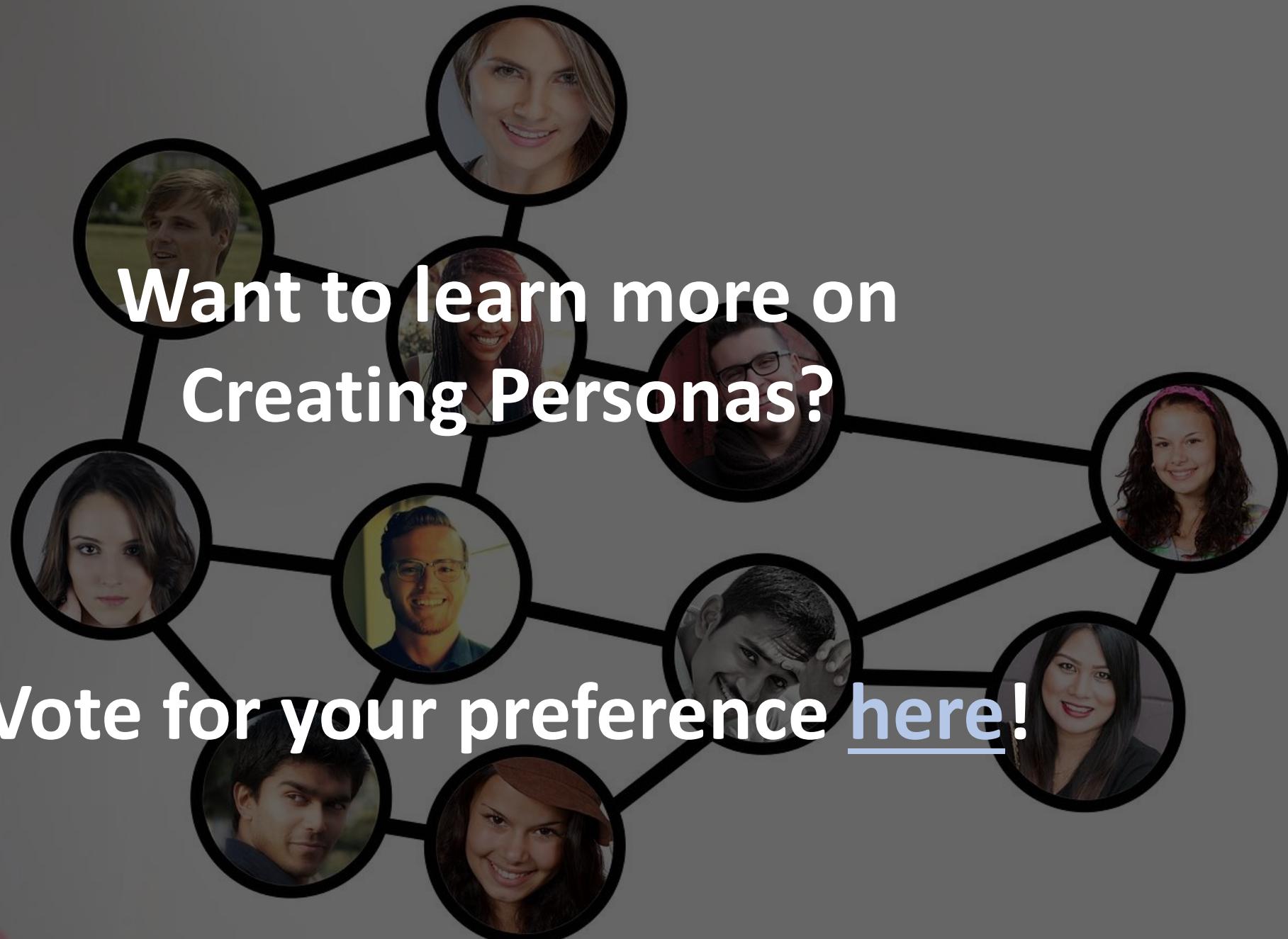
Elevator Pitch:

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Want to learn more on  
Creating Personas?



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