

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

1 AVATAR NAME



2 Persona Background

Name:

Age:

Gender:

Marital Status:

Children/Ages:

Location:

8 SOURCES OF INFORMATION

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

9 HOW WE CAN HELP/WHAT WE CAN DO

- 1.
- 2.
- 3.
- 4.

3 Persona Demographics

Age Range:

Occupation:

Annual Income:

Job Title:

Yrs Current Job:

Education Level:

4 GOALS & Demeanor/ROLE

Goals:

- 1.
- 2.
- 3.

Demeanor:

- 1.
- 2.
- 3.

5 CHALLENGES & PAIN POINTS

Challenges:

- 1.
- 2.
- 3.

Pain Points:

- 1.
- 2.
- 3.

6 REAL QUOTES & COMMON OBJECTIONS

Real Quotes:

- 1.
- 2.
- 3.

Common Objections:

- 1.
- 2.
- 3.

7 MARKETING MESSAGE & ELEVATOR PITCH

Marketing Message:

Elevator Pitch:

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Creating Personas?**

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