




Your Template to Creating Buyer Personas

Creating buyer personas will greatly help your business succeed within all areas of your marketing plan. Knowing who you are selling to is key to understanding their pain points, challenges, and how you can provide tangible solutions to each. Here's a simple template that will help you begin mapping out your buyer personas for optimal success.

	List out the top three to five challenges your target customer faces. Knowing your customer's pain points will be instrumental to positioning your product/service solution.	In Progress <input type="checkbox"/>	Completed <input type="checkbox"/>
	Support each challenge with a solution your product/service solves. Overcoming objections and properly positioning your strengths to a customer's weakness will help build value.	In Progress <input type="checkbox"/>	Completed <input type="checkbox"/>
	Write out your USP (unique selling point). What makes you unique and why buy from you? Again, this goes back to positioning and understanding your customer's needs.	In Progress <input type="checkbox"/>	Completed <input type="checkbox"/>
	Specify the number of buyer personas you believe you have. Rarely ever will you come across a company that only has one buyer persona. Limit yourself to the top three to five for starters.	In Progress <input type="checkbox"/>	Completed <input type="checkbox"/>
	Specify the ages of each persona. Campaigns geared towards the ages of 12-18 are vastly different from the ages of 35-55. Be ready to personalize your content and creatives.	In Progress <input type="checkbox"/>	Completed <input type="checkbox"/>
	Specify the profession of each persona. Personalizing your messaging is critical to progression within your sales conversations – helping to trigger influential behavior among each.	In Progress <input type="checkbox"/>	Completed <input type="checkbox"/>
	Specify the role each persona is designated to within their company. This will help you determine if they are a user, decision-maker or influencer within the organization.	In Progress <input type="checkbox"/>	Completed <input type="checkbox"/>
	List out the top three challenges each persona faces. Identifying how you can help alleviate each persona's challenges will help foster holistic organizational buy-in.	In Progress <input type="checkbox"/>	Completed <input type="checkbox"/>
	List out the places both offline and online each persona turns to for resources, information and consuming content. Knowing this will help aid your editorial efforts moving forward.	In Progress <input type="checkbox"/>	Completed <input type="checkbox"/>



Create an editorial calendar that serves each persona.

Again, each persona cares about different things and deal with different problems – ensure you customize your content efforts to each.

In Progress

Completed



Understand where in the lifecycle stage each persona is.

A power-user may be ready to move fast, whereas the CEO isn't due to barriers such as cost or timing.

In Progress

Completed



Identify who is the decision maker and what triggers them to take action. Set your own expectations and align them to the readiness of your customer.

In Progress

Completed



Track the number of touch points made before a sale is made.

Keeping track of trends and behaviors will help scale out your sales and marketing efforts.

In Progress

Completed



Identify the type of content (webinars, eBooks, blogs, etc.) that helps influence lead generation and sales.

Ensure that your content serves the needs of each funnel phase.

In Progress

Completed



Attribute revenue opportunities to each persona.

Provide not only organizationally but break down by department the ROI your product/service will provide to increase value.

In Progress

Completed

Need help with building out your buyer personas to ensure inbound marketing success? We can help.

[Get a Free Consultation](#)

OR

[Learn More](#)