

BUYER PERSONA		Image
Give Persona a Name		
General Description of Persona - BIO		
Demographics		
Age		
Gender		
Income		
Family Status		
Describe		
List other demographics you may find.		
Mindset/Behaviors		
What are their goals?		
What keeps them from achieving their goals?		
What frustrates them?		
What do they want to gain?		
What do they want to avoid?		

The Social Prof\_Persona Template

What problems do they deal with?	
How do they make decisions?	
Do they talk about their problems? If so where and to who.	
What could they do if they had a solution to their problems? How would a solution make them feel?	
Interests/Hobbies?	
How do they feel/emotions?	
What brand and services do they use?	
What would make life easier for them?	
What and who Influences them?	
Technology/Online Behaviors	
Where do they go for Information?	

The Social Prof\_Persona Template

Experience with technology?	
Where can you find them on social media?	
List Key Search Terms	
List Hashtags Used	

## The Social Prof\_Persona Template

