

# Persona Development Worksheet

Buyer personas are a crucial component of successful marketing—after all, the marketing team needs to know to whom they are marketing, and the sales team needs to know to whom they are selling.

The following questions are categorized into three buckets: Facts, Behaviors, and Needs & Goals. Give your persona a name, put yourself in his or her shoes, and answer as many questions as you can. Mark any that are not applicable to your persona as "N/A".



## PERSONA NAME

## FACTS

Your Age, Family Status (Married, Children), and Highest Level of Education

What is your job role/role in life? Your title? How is your job/role measured?

What does a typical day in your life look like?

What skills are required for your job/responsibilities?

Who do you report to? Who reports to you?

In what industry or industries does your company work/is your role?

What is the size of your company/organization (revenue, employees)?

## BEHAVIORS

How do you learn about new information?

What publications or blogs do you read?

To what associations and social networks do you belong?

How do you prefer to interact with vendors? (e.g., email, phone, in person)

Do you use the internet to research vendors or products? If yes, how do you search for information?

## NEEDS & GOALS

What are you responsible for?

What does it mean to be successful in your role?

What do you value most?

What are your biggest challenges? How can [company's] product or service address them?

What are your objections to [company's] product or service?