

# Developing Personas

Buyer Personas are a crucial component of successful inbound marketing and can help every single person within an organization. Use your persona research to fill out the fields below, and don't forget to tell your persona's story. You can also add this information into the Personas Tool to connect your complete persona to your HubSpot portal!

**PERSONA NAME:** \_\_\_\_\_

1. How would your persona describe themselves?
2. What is your persona's job level or level of seniority?
3. What does your persona value most? What are they trying to accomplish, achieve, or are working towards?
4. What are their pain points? What problems are they struggling with that you can help solve?
5. What are their most common objections to your products or services?
6. What is their demographic information? How old are they, and what is their income range and education level?
7. What experience are they looking for when seeking out products or services like yours?
8. What does a day in their life look like?
9. Where do they go for information?