



Buyer Persona Development Template

Introduction

Developing detailed buyer personas is a crucial step towards creating a successful inbound marketing strategy. After all, the marketing team needs to know exactly whom they are marketing to, and the sales team needs to know exactly whom they are selling to.

These 34 questions will help you create detailed buyer personas that will serve as your go-to reference point for your entire inbound marketing strategy.

A few things to keep in mind:

- Most organizations have at least 3-5 primary buyer personas
- Buyer personas are never completely finished – your buyer persona documents should be updated frequently as your understanding of your personas evolves
- The more points of view that you can include in your buyer persona research the better – try and get input and feedback from at least one person in each customer facing department of your organization

Demographics

1. Do they skew male or female?

2. How old are they?

3. How much money do they make?

4. Where do they live? (Urban vs. suburban)

5. What do they do in their personal time?

Personal Background

6. What has their career path looked like up until this point?

7. What is their level of education?

8. What are their favourite hobbies and pastimes?

Role & Responsibilities

9. What is their job title?

10. What are their personal responsibilities?

11. Who do they report to? Who reports to them?

12. How is their job measured?

13. What does a typical work day look like?

14. What types of skills are required to be successful in this role?

15. What tools do they use most frequently?

Company Profile

16. Which industry or industries do they work with?

17. How many employees do they have?

18. How much annual revenue do they generate?

19. Where in the world are they located?

Challenges

20. What challenges are they facing in their job?

Goals

21. What are their career goals?

22. What are the organization's goals for this person?

Marketing Triggers

23. What types of events or situations cause this persona to realize the need for a product/service like yours?

Common Objections & Questions

24. What are their most common questions about your product/service?

25. What are the most common objections they have about your product/service?

Identifiers

26. How do they prefer to receive information?

27. What is their personality like?

28. What common traits do they have?

29. Which industry terms or buzzwords do they use?

Segmentation Question

30. **How would they describe themselves?**

The answer to this question will be used as a drop down for self segmentation on landing pages - ex "I'm a small business owner. I want to learn about how to get started with inbound marketing"

How You Help

31. How does your company help them overcome their challenges?

32. How does your company help them reach their goals?

33. What makes your offering different and better than other alternatives?

34. How do you address their most common questions and objections?



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