

Buyer Persona

Bio

(A snapshot of your client persona)

Frustrations

(What are their pain points)

Skills

(What are their pain points)



Wants

(What they desire)

Needs

(What are their needs)

Their Favorite Brands

(Brands that are most aligned to their wants and needs)

Avatar Name:

Personal Data:

Age Range:

Gender:

Location:

Income:

Marital Status:

Education: