

Buyer Persona Worksheet

Use this worksheet to document and activate your most important buying committee personas.

Persona Overview		Buying Behavior & Content Preferences	
<p>Persona Name: _____</p> <p>Role in Buying Committee:</p> <div><input type="checkbox"/> Decision-Maker</div> <div><input type="checkbox"/> Influencer</div> <div><input type="checkbox"/> End User</div> <p>Common Job Titles: _____</p>		<p>Concerns or Objections About Your Solution:</p> <p>_____</p> <p>Preferred Content Formats:</p> <div><input type="checkbox"/> Case Studies</div> <div><input type="checkbox"/> eBooks</div> <div><input type="checkbox"/> White Papers</div> <div><input type="checkbox"/> Webinars</div> <div><input type="checkbox"/> Blog Articles</div> <div><input type="checkbox"/> Reports</div> <div><input type="checkbox"/> Tech Guides</div> <div><input type="checkbox"/> Demo Videos</div> <p>Preferred Channels:</p> <div><input type="checkbox"/> Content Syndication</div> <div><input type="checkbox"/> Display Ads</div> <div><input type="checkbox"/> LinkedIn Ads</div> <div><input type="checkbox"/> Audio Ads</div> <div><input type="checkbox"/> CTV Ads</div> <div><input type="checkbox"/> Email</div> <p>Topics They Care About/ Keywords They Search:</p> <p>_____</p>	
Goals, Challenges & Priorities		Messaging Framework	
<p>Top Goals/KPIs: _____</p> <div><p>Pain Points/Frustrations:</p><p>_____</p><p>_____</p><p>_____</p><p>_____</p><p>_____</p></div> <div><p>Department/Function:</p><div><input type="checkbox"/> Manager</div><div><input type="checkbox"/> Director</div><div><input type="checkbox"/> VP</div><div><input type="checkbox"/> C-Level</div><div><input type="checkbox"/> Other</div></div>		<p>Value Proposition (specific to this persona):</p> <p>_____</p> <p>Helps you _____ so you can _____</p> <p>Proof Point/Social Proof: _____</p>	
Activation Notes			
<p>Where This Persona Appears in the Buyer Journey:</p> <div><input type="checkbox"/> Early-Stage Awareness</div> <div><input type="checkbox"/> Mid-Funnel Consideration</div> <div><input type="checkbox"/> Late-Stage Decision</div> <div><input type="checkbox"/> Post-Sale Retention/Expansion</div>			