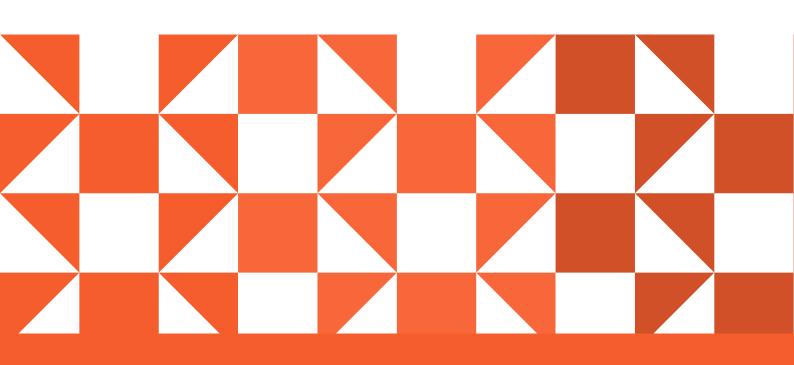
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BUYER PERSONA TEMPLATE



1. Persona Name

• Give your persona a name that represents your target audience (e.g., "Tech-Savvy Tina," "Startup Sam," "Fitness-Focused Fiona").

2. Demographic Information

- Age: What is the age range of your ideal customer?
- Gender: What is the gender breakdown?
- **Location:** Where does your ideal customer live? Include city, state, or country if relevant.
- Education Level: What is their highest level of education?
- Occupation & Industry: What do they do for a living? Which industry do they work in?
- Income Level: What is their income range?

3. Psychographics

- **Personality Traits:** Are they introverted or extroverted? Are they risk-takers or risk-averse? What is their general attitude toward change?
- Values & Beliefs: What do they believe in? What are they passionate about (e.g., sustainability, innovation, work-life balance)?
- **Lifestyle & Interests:** What hobbies and activities do they enjoy? What are their personal goals and aspirations?

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4. Goals and Objectives

- **Primary Goal:** What is the primary goal your persona is trying to achieve? (e.g., business growth, personal development, fitness, etc.)
- **Secondary Goals:** What other goals do they have that relate to your product or service? (e.g., financial stability, selfimprovement, career advancement)

5. Challenges & Pain Points

- **Top Challenges:** What struggles or pain points does your persona face in their personal or professional life?
- Barriers to Success: What are the obstacles preventing them from achieving their goals?
- **Emotional Drivers:** How do these challenges make them feel? (e.g., stressed, overwhelmed, frustrated)

6. Buying Behavior

- **Buying Motivation:** What motivates them to make purchasing decisions? (e.g., cost savings, quality, customer service, social impact)
- **Decision-Making Process:** How do they make buying decisions? (e.g., based on research, peer recommendations, past experiences)
- **Preferred Communication Channels:** Where do they get their information? (e.g., blogs, social media, email, reviews)
- **Budget:** How much are they willing to spend on solutions to their problems?

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7. Product/Service Needs

- **Key Needs:** What does your persona need most from your product or service? (e.g., fast results, affordability, userfriendliness, exclusivity)
- **How Your Solution Helps:** How does your product/service solve their pain points or help them achieve their goals?

8. Buying Journey

- Awareness Stage: How does this persona first become aware of a problem or need? (e.g., through research, word-of-mouth, social media posts)
- Consideration Stage: What factors do they consider when evaluating potential solutions?
- **Decision Stage:** What will ultimately influence their decision to purchase from you? (e.g., testimonials, free trial, case studies)

9. Quote or Tagline

Quote/Tagline: Include a quote that sums up their perspective. For example, "I need a solution that's quick and reliable," or "I want to invest in my long-term health."

10. Persona Image

Add a stock photo or representation image that matches the persona. This helps humanize the data.

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11. Additional Notes

Other Details: Any additional information that will help you understand this persona better (e.g., family life, social media habits, career path, etc.)

Example Buyer Persona: Next Page



Example Buyer Persona:

Persona Name: Startup Sam

Demographics:

• **Age:** 28-35

• Gender: Male

• Location: San Francisco, CA

• Education Level: Bachelor's Degree

• Occupation: Entrepreneur / Tech Startup Owner

• Income Level: \$100K - \$150K annually

Psychographics:

- Personality Traits: Ambitious, driven, open to change
- Values & Beliefs: Innovation, collaboration, success
- **Lifestyle & Interests:** Networking, fitness, tech innovations, reading about startups

Goals and Objectives:

- **Primary Goal:** Launch a successful tech product that disrupts the market
- **Secondary Goals:** Build a reputable brand, secure funding, grow a loyal customer base

Challenges & Pain Points:

- **Top Challenges:** Limited time, managing multiple tasks, standing out in a crowded market
- Barriers to Success: Budget constraints, lack of brand awareness
- Emotional Drivers: Frustration with slow growth, fear of failure



Buying Behavior:

- **Buying Motivation:** Cost-effective, results-oriented solutions that save time
- **Decision-Making Process:** Researches competitors, values peer reviews, seeks expert advice
- **Preferred Communication Channels:** LinkedIn, industry blogs, webinars
- **Budget:** Willing to spend up to \$10K on marketing tools or solutions

Product/Service Needs:

- **Key Needs:** Fast results, proven track record, scalability
- **How Your Solution Helps:** Our marketing strategy helps streamline customer acquisition through targeted ads and effective branding.

Buying Journey:

- Awareness Stage: Realizes the need for brand development after poor early-stage results
- **Consideration Stage:** Compares agencies and tools online, talks to peers in the startup community
- **Decision Stage:** Chooses services based on a comprehensive case study that aligns with his needs

Quote/Tagline: "I need a strategy that scales with my startup and drives real growth."

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6