

# 8 STEPS TO CREATE AN EFFECTIVE BUYER PERSONA



## 1. Name and Photo

What's the name of your buyer persona? What does he/she look like?



## 2. Background Information

Who is this person? Think about age, gender, type of residence, income, education, job etc.



## 3. Quote

What are the values, goals and challenges of your buyer persona? Write down one statement your persona may make if he/she were real.



## 4. Goals

What does your buyer want to achieve by buying your product or service?



## 5. Challenges, Fears and Problems

What problems does your target face right now? Think about their work/social environment, appearance or health.



## 6. Values

What are the beliefs, perceptions and attitudes of your persona? Is he/she a freethinker? Does he/she seek out new ideas?



## 7. Buying Decision Process

How does your target make a buying decision? How does he/she generally purchase?



## 8. Solutions (Optional)

How can you help to solve the problems of your buyer persona? What can your product or service do to overcome the obstacles? Formulate a clear solution.

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