

Buyer Persona Questionnaire

Please answer all questions as completely and accurately as possible. You may not have detailed responses to all sections, and that's fine. The more information you can provide the more accurately we can target your messaging.

Our Main Buyer Persona	
Name of Persona <i>Ex. Lawyer Larry, Small Business Owner Sam, XR App Developer Dan</i>	
Relevant Demographic Information <i>Ex. Gender, Age, Family Status-married, children, Location, Income Level</i>	
Relevant History/Background <i>Ex. Current Job Title, Previous Job, Company types, Education history, Career path</i>	
Company Information (for B2B) <i>Ex. Industry, annual revenue, number of employees, main competitors</i>	
Job Role <i>Ex. Title, Boss Title, Direct Reports, skills/knowledge/tools, KPIs, typical day</i>	

<p>Path to Purchase</p> <p><i>Ex. Is there a particular 'reason' that they are looking for your solution? How does it start, what other options might they look into, who helps in this research/decision process?</i></p>	
<p>Challenges/Goals</p> <p><i>Ex. Problems, pain points and their daily affect, as well as goals and what success looks like</i></p>	
<p>Fears</p> <p><i>Ex. What will happen if they pick the wrong solution? Which competitors might they consider?</i></p>	
<p>Values</p> <p><i>Ex. What do they value in their professional and personal life, Expertise, Responsiveness, Commitment and Consistency</i></p>	
<p>Important Factors</p> <p><i>Ex. What do they find important when choosing a solution or product? Domain expert, years of experience, health and safety, awards and reputation?</i></p>	

<p>Sources</p> <p><i>Ex. How do they learn new info about their job - sites, publications, blogs, networks, conventions, associations, trainings, etc. and which are most trusted?</i></p>	
<p>Solutions</p> <p><i>Ex. How can we address the pains and goals of this persona with our product/service</i></p>	
<p>Communication Preferences</p> <p><i>Ex. How do they prefer to communicate/buy - self-service vs salesman, how do they prefer to get information - email, etc</i></p>	
<p>Objections</p> <p><i>Ex. From their POV, what would stop this persona from buying?</i></p>	

Supporting Information for this Persona

<p>Company & Industry</p> <p><i>Is there anything about your product or company that will</i></p>	
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<p><i>lend credibility to your sales pitch to this persona? This might include awards you've won, how long you've been in business, testimonials, etc.</i></p>	
<p>Brochures & Collateral</p> <p><i>Do you have any existing sales brochures or other forms of collateral?</i></p>	
<p>Face of the Company</p> <p><i>Who will be the 'face of the company' and how do they relate to this persona?</i></p>	
<p>Key Words & Phrases</p> <p><i>List 5-10 keywords you think this persona is searching for to find you online.</i></p>	

Thanks again for your collaboration. We will thoroughly review your answers and get back to you if any further questions come up.