

# Buyer Persona Example

Define *who* you want to talk to



## Name

[Job Title]

Language(s): [if applicable]

## Key goals

- goal 1
- goal 2
- goal 3

## Industry

[Industry Name]

## Company Size

[number] +

## Location

[Where are they located?]

## Online hangouts

[Where do they hang out online?]

## Content sources

[Format of the content they consume and who they follow]

## Pain points

- pain point 1
- pain point 2
- pain point 3

## Biggest Challenge

Get specific!