

ALL ABOUT

# BUYER PERSONA

[SANIYAIMTIAZ.COM](http://SANIYAIMTIAZ.COM)



Demographic  
**Person Name**



Age:

Income:

Sex:

Education:

Location:

Occupation:

**PERSONAL BACKGROUND:**

**Marital Status:**

- Married
- Unmarried
- Divorced

**Hobbies/Interests:**

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**DEFINING TRAITS**

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**FRUSTRATIONS:**

- What's getting in the way of this person achieving their goals?
- What are their general pain points with this area of life or work?

**GOALS:**

- What are this person's goals in life and work, in relation to what products or services you provide?
- Stay focussed on the final outcome that they imagine - the person they become, the business they build. Think big, not about the individual steps or details



**BEHAVIOR PATTERNS:**

- Preferred Communication Channels (email, social media, phone calls):
- Content They Engage With (blogs, podcasts, etc.):
- Key Decision Factors (price, quality, support):
- Favorite Brand (What brands does this person like and trust?):

**PREFERRED PLATFORMS:**

- Social Media Platforms (e.g., Instagram, TikTok)?
- E-commerce Sites (e.g., Amazon, Etsy)?
- Blogs or Influencer Websites?
- Community Forums?

**FAVORITE BRANDS:**

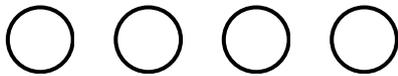
**BRAND 1:**

**BRAND 2:**

**BRAND 3:**

**SOCIAL NETWORKS**

Use social networks at work



**INFORMATIONAL NEEDS:**

- What information do they seek before making a purchase?
- What questions do they have about products or services?
- Where do they look for this information (e.g., reviews, blogs, social media)?

**KEY MESSAGES:**

- What messages resonate with them?
- How can you communicate your value to address their needs?