Creating buyer personas helps you understand your target audience better. This template helps you define the demographics, interests, pain points, and motivations of your ideal customers.

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| **Persona name** |  |

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| **Demographics** | |
| Age |  |
| Gender |  |
| Location |  |
| Occupation |  |
| Income |  |
| Education |  |

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| **Psychographics** | |
| Interests |  |
| Hobbies |  |
| Values |  |
| Lifestyle |  |
| Personality traits |  |

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| **Goals and Aspiration** | |
| Primary goals |  |
| Secondary goals |  |
| Aspirations |  |

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| **Pain Points** | |
| Common challenges met |  |
| Frustrations and pain point |  |
| Obstacles preventing goal achievement |  |

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| **Motivations and Values** | |
| Key motivations and drivers |  |
| Core values and beliefs |  |
| Emotional triggers |  |

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| **Preferred Channels and Communication** | |
| Preferred social media platforms |  |
| Online communities or forums they engage with |  |
| Preferred communication channels |  |

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| **Information Sources** | |
| Where they seek information |  |
| Influencers or thought leaders they follow |  |
| Publications or websites they trust |  |

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| **Buying Behaviour** | |
| Decision-making process |  |
| Factors influencing purchasing decisions |  |
| Budget considerations |  |

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| **Key Messages and Value Propositions** | |
| What key messages resonate with this persona? |  |
| How does your product/service fulfill their needs? |  |

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| **Marketing Opportunities** | |
| How can you reach and engage with this persona effectively |  |
| Which marketing channels and tactics are most suitable? |  |

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| **Additional Notes** |  |