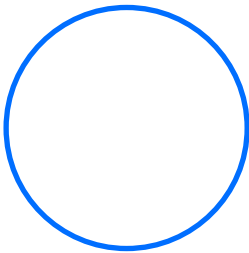




Create your Buyer Persona is crucial if you want to succeed in the market.



Buyer Persona

Name: _____

Target Group: _____

Demographic Info

Gender: M F Status: Age: Location:

Social Class: Nationality:

Education

Highest Level:

Languages:

Job

Profession:

Industry:

Annual Income:

Social Environment

Who s/he hangs out with?:

Internet Use:

Keywords:

Purchase Motivation:

Reasons for buying or using products/services:

Social Networks used:

Information Sources:

Followed Brands:

Use of Technology: