

BUYER PERSONA

Customer Avatar Worksheet

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Persona Image

1. Demographics

Persona Name	
Age Range	
Gender	
Location (city, region, urban/suburban/rural)	
Income Range	
Education Level	
Occupation / Industry	
Family Status	

2. Psychographics & Identity

How this person sees themselves, what they believe, and what shapes their worldview.

Core beliefs & values	
How they describe themselves	
Worldview / philosophy	
Brand affinities (brands they buy and why)	

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3. Professional & Lifestyle Context

Typical day looks like	
Work environment	
Tech comfort level	

4. Goals & Aspirations

Primary goal	
Secondary goals	
Long-term vision	

5. Pain Points & Challenges

Focus on the top frustrations. Separate what blocks progress from what they have already attempted.

Top 3 frustrations	
What they have already tried	

6. Internal Monologue

Write 1–2 sentences capturing how this person would describe their problem in their own words. This grounds all messaging and copy.

In their own words, their problem sounds like...	
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7. Awareness Stage

Check the stage that best describes where this persona is right now.

Unaware (does not realize a problem exists)	
Problem-aware (knows the pain, exploring options)	
Solution-aware (knows solutions exist, comparing)	
Product-aware (knows your product, evaluating)	

8. Buying Behavior

What triggers them to seek a solution	
Decision-making style (research-heavy, emotional, logical, fast)	
Role in purchase decision (sole, influencer, needs approval)	
Common objections	
Budget sensitivity (low / medium / high)	

9. Messaging That Resonates

What language, tone, and emotional levers move this person to act?

Emotional drivers	
Language / tone they respond to	
Trusted information sources (people, publications, institutions)	

10. Where to Find Them



Online

Platforms (LinkedIn, Instagram, YouTube, TikTok, Reddit, etc.)	
Content they consume (blogs, podcasts, newsletters, influencers)	

In Person

Events (conferences, workshops, meetups)	
Spaces & communities	

11. Preferred Communication Channel

How does this person prefer to receive marketing and sales messages? (Separate from where they consume content.)

Preferred channel (email, DM, phone, text, other)	
Notes on communication preferences	