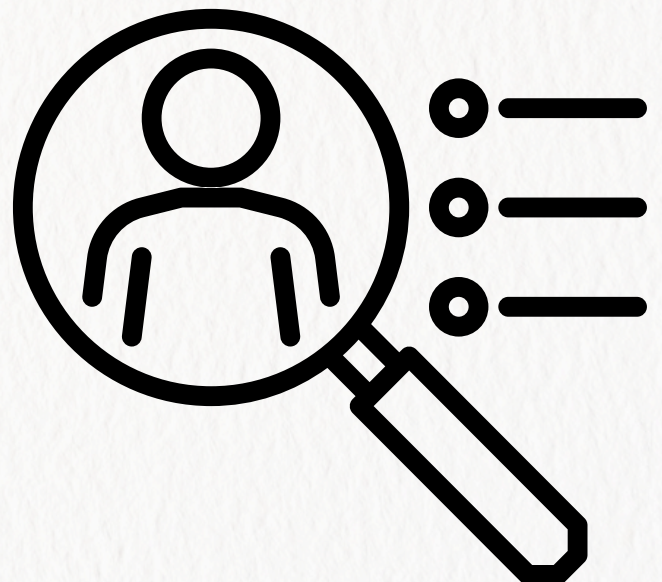


Buyer Persona Profile Worksheet 2024



Buyer Persona Profile Worksheet

This worksheet is designed to help you develop a detailed understanding of your customer or potential customer, enabling you to uncover their pain points and create tailored value adds that resonate. Follow the prompts below and fill out each section to build a comprehensive buyer persona.



Instructions for Use

- Take the time to research and fill out each section thoughtfully. The more detailed your inputs, the more accurate your buyer persona will be.
- Use this profile to guide your marketing, sales, and product development strategies.
- Regularly update the persona as you learn more about your customer and as their business environment or personal ambitions change.

By understanding your customer deeply, you can create more impactful, targeted strategies that directly address their needs and concerns, leading to better business outcomes.

Business Profile

Describe the business you are profiling:

Industry and Market Context:

- What industry does the business operate in?
- What are the current market trends affecting this industry?

Business Goals:

- What are the primary objectives this business is trying to achieve?

Business Challenges:

- What are the major challenges or obstacles facing the business right now?



Key Decision Maker(s)

Role:

- Who is the primary contact or decision-maker within the business?



Demographics:

- Age, education level, and any other relevant demographic information.

Personal Goals:

- What personal achievements is this individual striving for?

Professional Goals:

- What are their key professional objectives?

Professional Struggles:

- What challenges are they facing in achieving their professional goals?



Buying Behaviour

Purchasing Process:

- How does the decision-maker typically make purchasing decisions?



Buying Triggers:

- What events or circumstances prompt them to buy?

Buying Concerns:

- What are their main concerns when choosing a recruiter?

Engagement and Communication Preferences

Preferred Communication Channels:

- How does the decision-maker prefer to communicate? (e.g., email, text, LI, FB, Insta, phone, in-person)



Content Preferences:

- What type of content (whitepapers, videos, email, text, case studies) do they engage with most?

Value Proposition and Pain Points

Why They Buy From Us:

- List the reasons why they choose your services or products over others.



Identified Pain Points:

- Based on the information gathered, what are the specific pain points that you can address?

Suggested Value Adds:

- What additional services, information, or features can you offer to alleviate their pain points and enhance their experience?

Action Plan/Value Add Ideas

Tailored Content Idea:

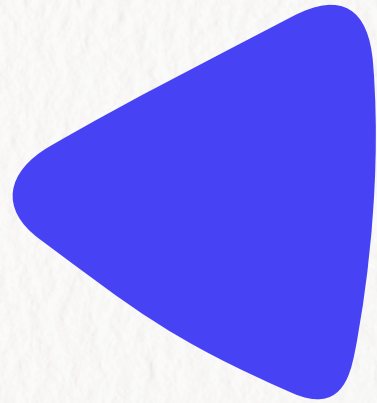
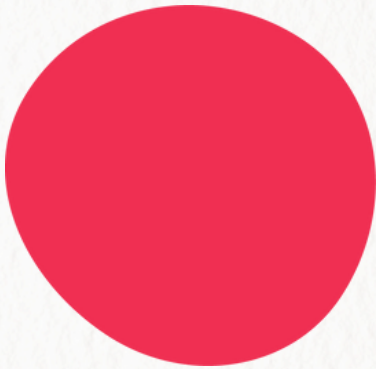
- Based on the buyer persona, outline a value add idea for engaging with this customer.



Ez Khan. Founder
ez@humescope.com.au
0423 332 009



Lucy Whale. Director
lucy@humescope.com.au
0478 099 661



2024-2025
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