



BUYER PERSON



Buyer Persona

Name: _____

Age: _____

Civil status: _____

Education / Title: _____

Labor condition: _____

Title or employment role: _____

Annual income: _____

PERSONAL

What do you need to be happy?: _____

What do you do when you are not at work?: _____

In what do you prefer to spend money?: _____

Where does the most time pass? at work or at home?: _____

How does success measure?: _____

What people are most influential or important in your life?: _____

PAIN POINTS

ON-LINE CONDUCT

How much time do you spend on the internet?: _____

What device do you use to connect to social networks?: _____

what is your favorite social network?: _____

What blogs or types of blogs are your favorites?: _____

What kind of content do you enjoy reading?: _____

What topics are the most interesting?: _____

Where do you look for the information?: _____

What type of format is your preference when it comes to learning?: _____
webinars, dideo, ebooks, slide shares, pdfs, infographics...

What do you do most when you are connected?: _____
chat, watch videos, read blogs, review products, study, investigate...

What kind of information do you spend the most time searching the internet? _____

What brands are still on social networks?: _____

Buying products online?: _____

In what time do you spend more time on the internet?: _____

Which are your biggest influencers online?:
Magazines, blogs, specialists... _____

What kind of language do you prefer that is used to be directed?
formal, informal, normal, simple, relaxed? _____

LABOR CONDUCT

What problem do you need to solve today at the work level?: _____

What is your biggest job responsibility?: _____

What labor problem does not allow it to be happy?: _____

What skills do you need to have to do a good job?: _____

Who do you report?: _____

Who is your biggest influence at work?: _____

What is your aspiration at work / professional level?: _____

RELATIONSHIP WITH YOUR COMPANY

Why do you need to work with us?: _____

How did you get to know us?: _____

In what ways does it help you to work with us?: _____

How did you get to know us?: _____

What aspect is the most evaluated before buying?: _____

What would cause the abandonment of your relationship with us?: _____

What emotional impact does your company have on your life?: _____

What financial impact does your company generate in your company?: _____

What would be the biggest objection to working with us?: _____

How much time did I spend deciding whether or not to collaborate?: _____