



Creators of Captivating Communication



Queensland Government

This project is proudly supported by the Queensland Government's Advance Queensland initiative in association with Tablelands Regional Council.



# ACTIVITY SHEETS | Buyer Persona

## Buyer Persona

Complete the below profile of your ideal customer. Then complete a second profile for your next ideal customer. These are the people your marketing will be speaking too, so try to be as detailed as possible.

### Who is he?

Horizontal lines for writing

### Why he buys from us?

Horizontal lines for writing

### How he finds us?

Horizontal lines for writing

### Pain points?

Horizontal lines for writing

### What he wants to know?

Horizontal lines for writing

### What he doesn't want?

Horizontal lines for writing