



Buyer Persona Template

Understanding your ideal customer is crucial for the success of your business. By creating detailed buyer personas, you can tailor your services and marketing strategies to meet their specific needs.

This template will guide you through the process of defining your ideal customer persona, helping you to better understand their demographics, preferences, and pain points.

You'll likely have several different buyer personas, so create as many as you need. Ideally, you'll chat directly with your customers before filling in this template. That way, you'll be capturing true insights into who your customers are and what they want.



Persona 1

Name

You can get as creative as you like, with names such as 'Loyal Lily' or 'Busy Byron'.

Location

Gender

Income

Age

Occupation

Family

Motivations

E.g. Busy Byron wants his garden to look good, and be a safe place for the kids and dogs to play.

What are their primary goals related to your services?

What does success look like?

Frustrations

E.g. Busy Byron would love to mow the lawn himself, but with work and family commitments, he never gets around to it. He wants to know it's taken care of each month by a gardener he can trust to do a good job.

What are the main frustrations or difficulties your customer encounters?

How can your service help?

Core values

E.g. Busy Byron wants to build an ongoing relationship with his gardener where he can trust that the work will be done to a high standard. Consistent communication and being on-time matters to Byron.

What values are important to your customer?

How do these values influence their decision-making process?

Communication

E.g. Busy Byron prefers text message updates on job progress and wants to meet in-person while trust is being built.

How does your ideal customer prefer to be communicated with?

Which communication channels do they use most frequently (e.g., social media, email, phone)?



Persona 2

Name

You can get as creative as you like, with names such as 'Loyal Lily' or 'Busy Byron'.

Location

Gender

Income

Age

Occupation

Family

Motivations

E.g. Busy Byron wants his garden to look good, and be a safe place for the kids and dogs to play.

What are their primary goals related to your services?

What does success look like?

Frustrations

E.g. Busy Byron would love to mow the lawn himself, but with work and family commitments, he never gets around to it. He wants to know it's taken care of each month by a gardener he can trust to do a good job.

What are the main frustrations or difficulties your customer encounters?

How can your service help?

Core values

E.g. Busy Byron wants to build an ongoing relationship with his gardener where he can trust that the work will be done to a high standard. Consistent communication and being on-time matters to Byron.

What values are important to your customer?

How do these values influence their decision-making process?

Communication

E.g. Busy Byron prefers text message updates on job progress and wants to meet in-person while trust is being built.

How does your ideal customer prefer to be communicated with?

Which communication channels do they use most frequently (e.g., social media, email, phone)?



Persona 3

Name

You can get as creative as you like, with names such as 'Loyal Lily' or 'Busy Byron'.

Location

Gender

Income

Age

Occupation

Family

Motivations

E.g. Busy Byron wants his garden to look good, and be a safe place for the kids and dogs to play.

What are their primary goals related to your services?

What does success look like?

Frustrations

E.g. Busy Byron would love to mow the lawn himself, but with work and family commitments, he never gets around to it. He wants to know it's taken care of each month by a gardener he can trust to do a good job.

What are the main frustrations or difficulties your customer encounters?

How can your service help?

Core values

E.g. Busy Byron wants to build an ongoing relationship with his gardener where he can trust that the work will be done to a high standard. Consistent communication and being on-time matters to Byron.

What values are important to your customer?

How do these values influence their decision-making process?

Communication

E.g. Busy Byron prefers text message updates on job progress and wants to meet in-person while trust is being built.

How does your ideal customer prefer to be communicated with?

Which communication channels do they use most frequently (e.g., social media, email, phone)?