



Buyer Persona

# Worksheet

**Buyer  
Persona**  
*worksheet*

**Name:**

**Age:**

**Pets:**

**Birthday:**

**Favorite Food:**

**Marital  
Status:**

**Family:**

**Home Decor Style:**

**Favorite color:**

**Pet Peeves:**

**Favorite Travel Desinations:**

**Hobbies:**

**Career/Day Job:**

Buyer  
Persona  
*worksheet*

Favorite TV Shows:

Favorite Movies:

Home Town:

Special Skills:

Dietary Preferences:



**Woohoo, you did it!**

Your new buyer persona is the foundation of your marketing strategy. Now you can craft a brand identity to attract your ideal clients (like this one)!