



Buyer Persona Canvas

Persona Name

Date

Image A stock photo, a cartoon, a drawing - whatever helps you visualise your persona.	Background Job, Career Path, Education, Family.	Goals What are they trying to achieve?.	How can we help? How can we resolve this persona's challenges and overcome their objections? How can we build trust? What channels will we use?	Common Objections Why won't they buy our product/service?.
Demographics Gender, Age, Income, location, etc.	Behaviours Communication preferences, demeanour, social platform usage, trusted brands	Challenges What are they trying to overcome?.		Marketing Messages How do we describe our product/solution? What channels do they use? .