B2C buyer persona template

For help on how to fill this template in, check out our B2C buyer persona example.

Remember: the characteristics are interchangeable. Depending on what's most relevant for your business, you may want to remove or add additional fields.

JOHN DOE	
Bio	
Personal details	**Age:** **Job:** **Income:** **Education:** **Location:**
Interests	
Goals	• X • X • X
Emotional drivers	
Barriers	• X • X • X

Personality	• X
	• X
	• X
	• X
Motivators	• X
	• X
	• X
	• X
Purchase path	
Communication preferences	
Messaging	