**[](https://www.smartsheet.com/try-it?trp=12035&utm_source=template-word&utm_medium=content&utm_campaign=Buyer+Persona+Worksheet-word-12035&lpa=Buyer+Persona+Worksheet+word+12035)BUYER PERSONA WORKSHEET**

A person with curly hair

Description automatically generated with low confidence

|  |  |
| --- | --- |
| Quotation |  |
| Name |  |
| Age |  |
| Gender |  |
| Location |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Occupation | Job Title | Highest Level of Education | Annual Income |
|  |  |  |  |

|  |  |
| --- | --- |
| Goals  and Motivations |  |
| Sales Objections |  |
| Challenges and Obstacles |  |

|  |  |  |
| --- | --- | --- |
| Sources of Information | Books |  |
| Blogs |  |
| Conferences |  |
| Experts |  |
| Magazines |  |
| Websites |  |

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