

BUYER PERSONA

Starter Questions

PERSONAL INFO:

- Age
- Gender
- Children
- Marital Status
- Location
- Income
- Education



PROFESSIONAL INFO:

- Job Title / Role
- Career Path
- Company / Industry
- Company Size
- Special Skills
- What is a typical day like?
- What tools do they use?
- Who is their boss?
- Do they manage others?
- How is their success measured?



GOALS & CHALLENGES:

- What are their personal / career goals?
- How do they prioritize these goals?
- What challenges impact achieving these goals?
- How could you help?
- What questions do they ask when seeking solutions to these challenges?

WHERE ARE THEY?

- How do they get information?
- How do they communicate?
- What media do they consume?
- Do they belong to any associations?
- What social media do they use?
- Do they attend events or conferences?
- Where do they spend their days?
- Do they have relevant hobbies?

VALUES AND FEARS:

- What do they value in their personal or professional life?
- What is important to them when considering a product like yours?
- What objections might they have?
- What drives their decision making process?

NEGATIVE INFO:

- Are there customers you don't want?
- Too difficult?
- Too expensive to support?
- Not enough budget?
- Wrong industry?



Persona Question Guide

Clemens Wendtner

A red circular graphic with a gradient, appearing as a stylized arrow or a partial circle, located to the right of the author's name.

Persona Question Guide:

Decoding **Persona Question Guide**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its capability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Persona Question Guide**," a mesmerizing literary creation penned by a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring affect our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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