

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

Masaaki Kurosu



Persona Question Guide:

The Enigmatic Realm of **Persona Question Guide**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing short of extraordinary. Within the captivating pages of **Persona Question Guide** a literary masterpiece penned by a renowned author, readers attempt a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting affect the hearts and minds of those that partake in its reading experience.

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