
MARKETING MADE SIMPLE

BUYER PERSONA QUESTIONS

The top 32 questions to ask



Interview Questions

We have included a list of 32 questions to ask your customers which will help you to define the buyer personas for your business.

As the business owner, you need to understand the answer to the key questions. Underneath each one, are the specific questions you should ask your customers.

WHO ARE THEY	
What is your name?	
Please tell us your age?	
Please state your gender?	
Where do you stay (i.e. location)?	
What is your job title?	
How much do you earn monthly / annually?	
What industry do you work in?	
What skills do you need to perform your job?	

Buyer Persona Questions

WHAT DOES THEIR FAMILY LIFE LOOK LIKE

What is your marital status?	
Do you have children? if so, how many and what age are they?	
What type of home do you live in?	
If you have a partner, what do they do for employment?	
Do you have any pets? if so, what type of pets are they?	

WHAT ARE THEIR HOBBIES AND INTERESTS

Please list any hobbies or interests that you have?	
Do you belong to any groups or organisations? if so, can you list these please?	

Buyer Persona Questions

WHAT ARE THEIR PROFESSIONAL ASPIRATIONS

What goals do you have on a professional level?

What will it mean to you to be successful in your role?

How do you intend to reach your aspirations (i.e. further education, online learning, mentoring etc.)?

WHAT ARE THEIR PERSONAL DREAMS AND ASPIRATIONS

What goals and aspirations do you have on a personal level?

What goals and aspirations do you have with regard to friends and family?

WHAT ARE THEIR BIGGEST CHALLENGES AND PRESSURE POINTS

Do you have any long term concerns or worries about the future? if so, please list the top 3

- 1.
- 2.
- 3.

Buyer Persona Questions

WHO ARE THEIR FAVOURITE BRANDS

Who are your favourite brands?

Why did you choose these brands (i.e. price, size, availability, brand recognition)?

WHERE DO THEY GO FOR INFORMATION

What sources of information do you value the most (i.e. websites, social media, opinions of friends, newspapers, books etc.)?

How do you interact with suppliers/vendors (i.e. complete online forms, email, phone, face-to-face)?

Do you prefer to use the internet to perform research before you interact with suppliers/vendors?

WHAT SOCIAL MEDIA PLATFORMS DO THEY USE

What social media platforms do you use?

Do you use these daily, weekly or not often?

Do you participate in these platforms (i.e. post comments/photos) or do you simply observe?

WHAT WEBSITES DO THEY VISIT REGULARLY

Please list the top 5 websites that you regularly visit?

- 1.
- 2.
- 3.
- 4.
- 5.

WHAT TV, PRINT OR ONLINE PUBLICATIONS DO THEY REGULARLY READ/WATCH

Please list any television programmes that you regularly watch.

Please list the top 5 online publications or print media that you regularly read

- 1.
- 2.
- 3.
- 4.
- 5.

To help gain a deeper understanding of your customers, every question above should be accompanied with "Why?" - with obvious exceptions such as their age etc.

Your goal is to **uncover the "real" reason** why they do things, why they make certain choices and to **discover their "trigger" points**. That way you can position your marketing to resonate with future customers who think just like them.



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