

Buyer Persona Template



**PERSONA
PHOTO**

NAME
AGE
GENDER
MARITAL STATUS
LOCATION
OCCUPATION
JOB TITLE
ANNUAL INCOME
CHILDREN

OVERVIEW

COMMON OBJECTIONS

CHALLENGES AND PRESSURE POINTS

SOURCES OF INFORMATION
BOOKS
BLOGS
CONFERENCES
EXPERTS
MAGAZINES
WEBSITES

GOALS AND MOTIVATIONS

BRANDS AND INFLUENCERS

HOBBIES AND INTERESTS

PURCHASING DRIVERS AND HABITS

CORE VALUES

PREFERRED DIGITAL CHANNELS

WEBSITES
SOCIAL MEDIA
ONLINE PR
VIDEO SITES
EMAIL
MOBILE



WHY YEWBIZ?

We are not the same as all the other business membership websites.

YewBiz is **different**.

We provide essential resources for growing your business.

You will find the **best training resources** on the planet in our members' area.

You will get the **best advice** from 'real' experienced business owners.

You will also get access to the **best templates** and step-by-step guides.

THE DIFFERENCE

We will actually do work for you.

Instead of simply giving access to resources and leaving you to follow them.

As one of our **exclusive** members, we will perform key elements of the work for you.

JOIN US

Start **transforming** your business today.