



ARIZONA ARTISANS COLLECTIVE

A community of Arizona Makers and Artisans growing our business

BUYER PERSONA TEMPLATE

PERSONA NAME:

DEMOGRAPHICS

Gender? Age? Income? Location?

BACKGROUND

Career? Family?



ARIZONA ARTISANS COLLECTIVE: BUYER PERSONA TEMPLATE

PERSONA NAME:	
<p>IDENTIFIERS</p> <p>What is their personal style? Where do they shop? Where do they get their news?</p>	
<p>SCHEDULE</p> <p>What makes up their typical day?</p>	
<p>PAIN POINTS</p> <p>What are their struggles? What problem can your product solve for them?</p>	



ARIZONA ARTISANS COLLECTIVE: BUYER PERSONA TEMPLATE

PERSONA NAME:	
<p>OBJECTIONS</p> <p>What prevents them from buying your product?</p>	
<p>MARKETING MESSAGE</p> <p>What is your solution to your buyer?</p>	
<p>SALES PITCH</p> <p>Sell your solution to your buyer!</p>	