



Process Document: Buyer Persona Creation

When to use: This is for creating buyer personas.

Time estimate: 1-2 hours per persona

Gather info from client

- Any introductory materials about the brand to give an overview

Create buyer persona(s)

- Name (fictitious description name for persona)
- Job title/role
- Stock photo for realism
- Location
- Demographics (age, gender, etc.)
- Challenges
- Interests
- Behavior

Review and optimize buyer persona(s)

- Format into branded document
- Review with client
- Update persona based on client feedback