**B2C buyer persona template**

For help on how to fill this template in, check out our [B2C buyer persona example](https://docs.google.com/document/d/1u17HyOHxejGSSaTh7da8_mYZEe3oeFm1bGzCad6OEcI).

***﻿Remember:*** *the characteristics are interchangeable. Depending on what’s most relevant for your business, you may want to remove or add additional fields.*

| **JOHN DOE** |
| --- |
| **Bio** |  |
| **Personal details** | **Age:** **Job:** **Income:** **Education:** **Location:**  |
| **Interests**  |  |
| **Goals** | * X
* X
* X
 |
| **Emotional drivers** |  |
| **Barriers** | * X
* X
* X
* X
 |
| **Personality** | * X
* X
* X
 |
| **Motivators** | * X
* X
* X
* X
 |
| **Purchase path** |  |
| **Communication preferences** |  |
| **Messaging** |  |