B2B user persona template

For help on how to fill this template in, check out our B2B user persona example.

Remember: the characteristics are interchangeable. Depending on what's most relevant for your business, you may want to remove or add additional fields. We'd recommend a maximum of 10 fields per persona and this template is designed to provide inspiration for what those fields might be/look like.

JANE DOE	
Bio	
Role in the buying process	
Background	Job: Industry: Reports to:
Demographics	Age: Location:
Personality	
Responsibilities	• X • X • X • X

Motivators	• X • X • X • X • X
Goals	• X • X • X • X
Challenges	• X • X • X
Real-life quotes	• "X" • "X"
Messaging	
Communication preferences	