

# BUYER PERSONA WORKSHEET 1

For FB and IG Ads



## PROFILE

*Gender:*

*Age/Age Range:*

*Occupation:*

*Where do they live?*

## BIOGRAPHY

*Write a few sentences about this person. Write it as if you are their friend and you are writing a description about them in 3 sentences.*

## BEHAVIOR

*What sort of consumer behavior does this person exhibit? Do they love shopping? Do they have a lot of disposable income? Are they emotional or logical regarding purchases?*

## FRUSTRATIONS

*What are the biggest frustrations in this person's life? What would make their life easier?*

## INTERESTS

*What are this person's interests? Where do they shop? Which brands are they loyal to? This is an important section so take some time to think about this.*

## THE PROBLEM YOU ARE SOLVING

*What problem are you solving with your product or service? How will they feel if they purchase your product or service?*