B2B user persona template

For help on how to fill this template in, check out our [B2B user persona example](https://docs.google.com/document/d/1C1dnJ-5jvDOeg1Lz0XauVoQY-zfkiSP7_IsVKWzX_5Y/edit?usp=sharing).

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** |  |