

B2C buyer persona template

For help on how to fill this template in, check out our [B2C buyer 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.

JOHN DOE	
Bio	
Personal details	Age: Job: Income: Education: Location:
Interests	
Goals	<ul style="list-style-type: none">• X• X• X
Emotional drivers	
Barriers	<ul style="list-style-type: none">• X• X• X

Personality	<ul style="list-style-type: none">• X
	<ul style="list-style-type: none">• X• X• X
Motivators	<ul style="list-style-type: none">• X• X• X• X
Purchase path	
Communication preferences	
Messaging	