

Buyer Persona

Page 1

1

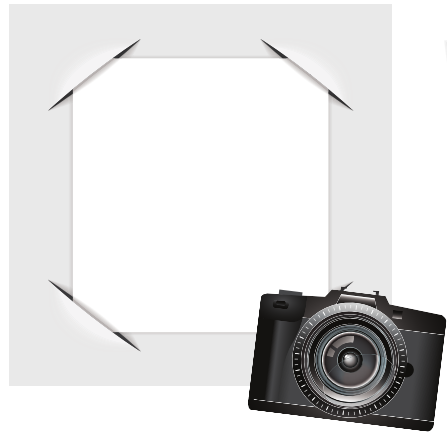
Find a photo that best represents your buyer; either print it out online or find it in a magazine and attach it to your buyer persona!

2

Work through each section of the buyer persona, creating a profile and a specific message for your buyer or patient.

3

Once you have several profiles, refer to them when creating content so you're clear on who you're crafting your message for.



Name:

What is their job?
Who is their family?
What is their life like?

Background

Demographics

What is their gender? Age?
What is their income & location?

What are they like?
What are their communication preferences?

Identifiers

Goals

What are their health & wellness goals?

What are their primary health challenges?
What do they really need help with?

Challenges

Buyer Persona

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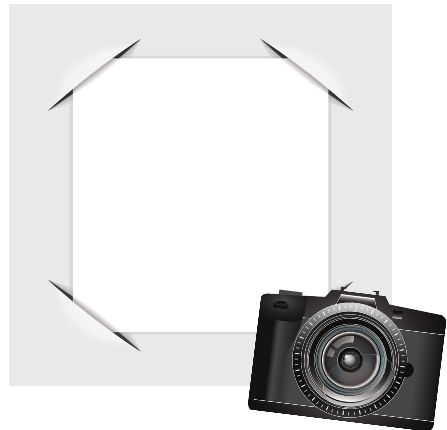
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Name:

What do you hear them say about their healthcare needs?

Quotes

Objections

Have you heard them object to certain products or solutions?

What can you do to help them reach their goals and overcome their challenges?

Opportunities

How should you describe your solutions to this person? What content can you create to engage them? (List at least 3)

Your Marketing Message