

Worksheet - Lesson 3: The Buyer Persona Matrix

Step 1: Define Your Ideal Customer

Describe your ideal customer in detail (age, gender, income, occupation, family status):

Step 2: Psychographic Details

List their core values, interests, lifestyle choices, and frustrations:

- Core values:

- Interests:

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- Lifestyle choices:

- Frustrations:

Step 3: Behavioral Characteristics

How do they typically behave or make purchasing decisions?

Step 4: Persona Examples

Create names and brief profiles for 3 distinct buyer personas:

Persona #1 Name: _____

Age: _____ Income: _____ Motivations:

Pain points:

Preferred Messaging:

Persona #2 Name: _____

Age: _____ Income: _____ Motivations:

Pain points:

Preferred Messaging:

Persona #3 Name: _____

Age: _____ Income: _____ Motivations:

Pain points:

Preferred Messaging:

Step 5: Action Plan

Write your next three action steps to implement targeted messaging based on your Buyer Persona Matrix:

1.

2.

3.
