



# Buyer Personas

Understand who your clients are and  
what they want.

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Hello there,



Hi, Gemma here – Founder of  
***Bright Leopard Marketing.***

I provide companies with the knowledge and tools they need to successfully grow their business online. So, if you like what is in this free PDF, make sure you head on over to the website or **follow me** on Social Media for more useful tips and advice.



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## **Buyer Persona Template**

Buyer Personas are an essential part of your content marketing strategy. Use this simple template to build Buyer Personas for your business and get to know your ideal clients so you can deliver the information they need to make a buying decision. Remember, you can have multiple Buyer Personas.



## Buyer Persona Name

## Background and Demographics

Age:

Location:

Gender:

Education:

Profession:

Location:

Lifestyle:

## Technology/Social Media

Device preferences? Social media platforms? Tech savvy?

## Goals/Metrics/Motivations

What motivates them? Their goals? Personal vs professional goals?

## **Personality Traits**

Introvert vs extrovert? Interested in trying new things? Are they loyal to any brands/products? Where do they get their news from?

## **Challenges**

What does they struggle with? What problems do they need your help with to solve? What is preventing them from reaching their goals?

## **Additional notes:**

# Disclaimer

Right, here is the science bit. This free guide is... well, a guide.

With 13 years of experience working in Digital Marketing, I have used my knowledge to create a free eBook that is designed to help teach you my methods and tips to achieve better results for your business. As with everything in life, there are no guarantees. I am simply setting out the best practices and providing you with helpful information for you to implement, should you wish to do so. I can't guarantee that, after reading my guide that you will achieve your desired outcomes - this will be down to your individual effort in implementing the changes in your business and social media activities suggested in my guide, your own situation and other external factors outside your (or my) control. For this reason, I won't be held liable for any action or inaction you may decide to take having read my guide, or indeed any failure or losses you might experience as a result.

Having used this guide to help multiple clients, I am sure you'll find it useful.

All information included is correct at the time of publishing and some aspects of it may inevitably become outdated.

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# Thank you

Thanks for downloading your free Buyer Persona Guide by *Bright Leopard Marketing.*

## Want more insights?

If you want to go into this subject in more detail, head on over to *[brightleopardmarketing.com](http://brightleopardmarketing.com).*



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