**Buyer Persona Worksheet Template**

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| UserPERSONA PHOTO |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
|  |  |
|  |  |
| **QUOTATION** |
|  |
| **NAME** |
|  |
| **AGE** |  |  |
|  | **SALES OBJECTIONS** | **SOURCES OF INFORMATION** |
| **GENDER** |  | **BOOKS** |
|  |  |
| **LOCATION** | **BLOGS** |
|  |  |
| **OCCUPATION** | **CONFERENCES** |
|  |  |
| **JOB TITLE** | **EXPERTS** |
|  |  |
| **HIGHEST LEVEL OF EDUCATION** | **MAGAZINES** |
|  |  |
| **ANNUAL INCOME** | **WEBSITES** |
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