

# Buyer Persona Template



Give your customer a name, age and address

John Murphy

42

Ranelagh,  
Dublin 6

What is their status and typical occupation

Married to Louise with 3 boys Declan (4), Joe (7) & Conor (13)

Business Analyst

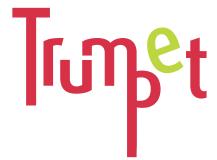
What is their current work status

Works full time in the city centre

Describe your customers daily routine

John works hard, long hours. Time is an issue. He wants to keep abreast of what going on in the world especially now that Donald Trump is the US President. He listens to Morning Ireland at 6am, when the alarm goes off. He quickly scans the Irish Times online headlines and emails before he heads to work at 7am. He is digital savvy and uses LinkedIn to keep in touch with business associates, promote his work and position himself as a thought leader in the financial services sector. He is always on and has difficulty switching off.

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## What are their personal challenges and goals

John wants to be able to enjoy his weekends without high stress levels. He has a tendency to bring his work home, which doesn't help. Golfing on Saturdays helps him switch off as he is focussed on the game and nothing else. He is a competitive man.

## Where and when can you talk with your customers

It is difficult to find time to 'talk' with John as he is constantly on the go. Finding out what time he 'consumes' his information is important. Lunch hour is not great as it is only a 15 minutes break to buy a sandwich to eat at his desk. Commuting time is good as he lives in Ranelagh and takes the Luas, so that 30 minute commute to and from work is a good time to get him. He is a brand loyal man and knows what he likes so convincing him to buy differently will be difficult but not impossible.

## Get personal - use direct quotes from your customer

'It is easier to stick with what you know as long as it works. If there is something better then I will consider it but not go out my way to look for it.'

## Your marketing message/proposition

This will be your offer to John and why he should be interested in it. It needs to appeal to him in the context of his own world and life. It needs to make his life easier, better, tastier or whatever.