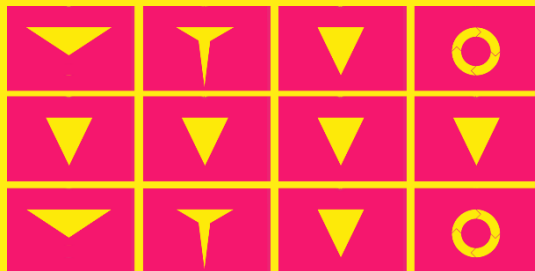


BUYER PERSONA TEMPLATE



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PERSONA NAME:

SECTION ONE: WHO

<p>BACKGROUND Job, career path, family</p>	
<p>DEMOGRAPHICS Identity, age, income, geography</p>	
<p>IDENTIFIERS Attitudes, communication preferences</p>	

PERSONA NAME:

SECTION TWO: WHAT

<p>GOALS (rank)</p>	
<p>CHALLENGES (rank)</p>	
<p>WHAT CAN WE DO How can we help them:</p> <ul style="list-style-type: none">• Achieve their goals• Overcome their challenges	

PERSONA NAME:

SECTION THREE: WHY

QUOTES

Real words from the buyer
about aspirations,
objectives, challenges

OBJECTIONS

Why wouldn't they buy?

PERSONA NAME:

SECTION FOUR: HOW

MARKETING MESSAGE

How do we describe our solution to this buyer

ELEVATOR PITCH

How would we pitch the solution to the buyer



F&G FUNNEL MECHANICS

Helping help tech & innovation-driven B2B companies to grow through inbound and outbound marketing.

SARAH GREEN – SARAH@WEAREFANDG.COM – 07932 212505
SARAH BRADBURY – SARAHB@WEAREFANDG.COM – 07792 296099
JANE FRANKLIN – JANE@WEAREFANDG.COM – 07775 660010