

Buyer Persona Worksheet

Create two fictional buyer personas representing two of your company's typical customers.

Name:

Location:

Age:

Gender:

Interests and hobbies:

Education level:

Relationship status:

Favorite media:

Communication preference:

Lifestyle:

Radon motivations:

Radon concerns:

Name:

Location:

Age:

Gender:

Interests and hobbies:

Education level:

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Radon motivations:

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