**Creating your B2B buyer persona**

Take some time to think who your ideal client is. This maybe different for who your current clients are, but focus on who would you want to be the next person that calls you! The more targeted and niche your persona, the more effective your marketing will be. You may need to create 2-3 different personas, eg Maybe one for Decision Makers & one for Gatekeepers or Influencers (such as PA’s or Department Managers).

**About your prospect organisation:**

Number of Employees:
Industry:
Location:
Revenue Size:
Number of Decision Makers:

**Prospect organisation goals:**

**Demographics**

Job Title:
Job Responsibilities:
Age Range:
Education Level:
Role in the Buying Process:

**What platforms do they use:** (Google, Facebook, X, Instagram, LinkedIn, TikTok, YouTube, etc)

**Factors in the Buying Process (influencing factors)**

**Frustrations/Pain Points**

**Motivations (goals)**

**How They Contact You**

**FAQs They Have**

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