BUYER PERSONA WORKSHEET

*“You Cannot Sell to Everyone”*

A buyer persona is a detailed profile of your ideal customer, based on research and insights. This worksheet will guide you through identifying the right markets and creating personas for those markets to inform your international strategy.

STEP 1: Identify and Narrow Down Your Target Markets

Before creating personas, it’s crucial to determine which markets align with your business goals and resources. Focus on **2-3 markets** to optimize your efforts.

**Market Selection Evaluation**

1. **Review Existing Data**:
   * **Sales History**: Have you made any international sales? Where did they come from?
   * **Social Media Engagement**: Are you receiving likes, comments, or inquiries from specific international markets?
   * **Website Traffic**: Use tools like **Google Analytics** to identify where your international visitors are located.
2. **Personal and Professional Networks**:
   * Do you have family, friends, or professional connections in specific countries who can offer insights or introductions?
3. **Evaluate Internal Business Resources**:
   * **Marketing Budget**: What can you realistically invest in entering a new market?
   * **Product Development**: Can your products be adapted to meet local regulations, tastes, and packaging needs?
   * **Time and Expertise**: Do you have the bandwidth and skills to manage international expansion?
4. **Assess Market Complexity**:
   * Consider cultural considerations, labeling requirements, shipping logistics, currency challenges, and the need for local partnerships.

**Action Step:**

Based on your findings, identify **2-3 markets** that best align with your business goals and available resources.

|  |  |
| --- | --- |
| **Market Name** | **Why This Market? (Key Data or Insights)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
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STEP 2: Demographic Information

Fill in the key demographic traits to define who your audience is.

* **Age Range**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Gender**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Income Level:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Occupation:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Education Level:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Geographic Details:**
  + **Urban, Suburban, or Rural:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + **Housing Type (Apartment, House, etc.):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + **Region or City:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

STEP 3: Psychographic Traits

Define what motivates your audience and how they think.

* **Values**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Interests:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Purchasing Motivation:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Challenges/Barriers:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Geographic Influences:**

How does their living environment (city/rural, home size) impact their buying preferences?

STEP 4: Behavioral Traits

Understand your audience’s purchasing habits and interactions with brands.

* **Buying Behavior (e.g., online, in-store)**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Decision Influencers (e.g., reviews, certifications):** \_\_\_\_\_\_\_\_\_\_\_
* **Preferred Communication Channels:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Brand Loyalty Traits:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Shopping Preferences by Location:**
  + Do they prefer **local stores, large retail chains, or online marketplaces**?
  + How does their **location** influence where and how they shop?

Step 5: Cultural Insights

Add cultural nuances unique to the target market.

* **Language Preferences**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Visual Preferences (e.g., colors, symbols):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Cultural Norms:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Localized Offerings (e.g., shipping policies, product adaptations):**
* **Geographic Relevance:**
  + How do local living conditions influence their expectations (e.g., smaller products for urban areas like Tokyo)?

STEP 6: Persona Summary

Combine your research into a concise persona description.

* **Persona Name**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Persona Description:**

**Example:**  
Anna, the Eco-Conscious Professional  
Anna is a 35-year-old marketing manager living in Berlin. She values sustainability and prefers brands that are transparent about sourcing and certifications. She lives in a small city apartment and prefers compact, high-quality products. Anna shops online for convenience and expects fast shipping. She’s drawn to brands that align with her values and appreciates detailed product descriptions in her native language.

STEP 7: Repeat for Two Additional Personas

Follow the same steps to create your second and third personas.

FINAL STEP: Apply Your Personas

Use your personas to guide your business strategy:

1. **Marketing**: Tailor messaging, campaigns, and channels to resonate with your personas.
2. **Sales**: Create offers and sales tactics that address each persona’s needs and challenges.
3. **Customer Experience**: Design experiences that align with their preferences, from product discovery to post-purchase support.

TIPS FOR SUCCESS

* **Revisit and Refine Regularly**: Update your personas as you gather new insights.
* **Align with Business Goals**: Ensure your chosen markets match your capacity, product value, and strategic goals.
* **Evaluate Market Data**: Use tools like the **ITA Country Commercial Guides** to estimate your Total Addressable Market (TAM).

EXAMPE SCENARIO:

**You have a strong network in China** — family and professional colleagues interested in your product. Initially, it seemed like a perfect market. However, after evaluating complexities like labeling requirements, currency challenges, and the need for a local partner, you realize China may not be ideal until you gain more experience and resources. Instead, you pivot to a market with fewer barriers and better alignment with your goals.