

# Buyer Persona – Example



**Name:** Kirsten

**Industry:** Franchising, any industry

**Role:** Franchisor Director

**Geographic Location:** AU, NZ & USA

<p><b>Demographic:</b></p> <ul style="list-style-type: none"> <li>• CEO</li> <li>• Entrepreneur</li> <li>• 35-65</li> <li>• Married</li> <li>• Children in teens to late 20s</li> <li>• Earns ~\$250k p.a.</li> <li>• Lives in Australia/New Zealand</li> </ul>	<p><b>Lifestyle:</b></p> <ul style="list-style-type: none"> <li>• Works long hours</li> <li>• Committed to work</li> <li>• Enjoys personal/professional development</li> </ul>	<p><b>Preferences:</b></p> <ul style="list-style-type: none"> <li>• Inspired by Lorna Jane</li> <li>• Likes high quality customer service</li> <li>• Likes consistency</li> <li>• Likes user friendly systems and processes</li> </ul>	<p><b>Current State:</b></p> <ul style="list-style-type: none"> <li>• Runs profitable franchise with 15 franchisees</li> <li>• Limited funds for local level marketing budget</li> <li>• Desire to empower franchisees to drive their own marketing at a local level</li> </ul>
<p><b>Career or Education:</b></p> <ul style="list-style-type: none"> <li>• University graduate</li> <li>• Member of AU Franchise Council (and NZ equivalent)</li> <li>• Member of industry body (eg: National Disability Australia if NDIS provider franchise).</li> </ul>	<p><b>Online Activity:</b></p> <ul style="list-style-type: none"> <li>• Active on emails</li> <li>• Subscribes to industry news</li> <li>• BDM / Industry Podcasts</li> <li>• Spotify</li> <li>• Uses social for business and entertainment purposes</li> </ul>	<p><b>Social Media Usage:</b></p> <ul style="list-style-type: none"> <li>• Has Facebook for business purposes</li> <li>• Active on Instagram</li> <li>• Google search</li> <li>• LinkedIn</li> </ul>	<p><b>Future State:</b></p> <ul style="list-style-type: none"> <li>• 50+ Franchisees</li> <li>• Consistent brand across all digital platforms at a local level/franchisee level</li> <li>• More time with family</li> <li>• Offer value for franchisees</li> <li>• Proactive and profitable franchisee model with minimal expense to franchisee</li> </ul>
<p><b>Frustrations and Pains:</b></p> <ul style="list-style-type: none"> <li>• Fears disappointment –</li> <li>• Franchisees are experts in their industry space not social media</li> <li>• Working long hours at the expense of time with kids</li> <li>• Franchisees complain if they have to invest \$ in their own local level, expect more from franchisor.</li> <li>• Franchisees representing brand online in a unprofessional light. Spelling, grammar, not on brand.</li> </ul>		<p><b>Resources:</b></p> <ul style="list-style-type: none"> <li>• Interview: Current client of SBM</li> <li>• <a href="#">Ibis.world</a></li> <li>• <a href="#">Trade.gov</a></li> </ul>	



# Buyer Persona - Template



**Name:**

**Industry:**

**Role:**

**Geographic Location:**

<b>Demographic:</b> <ul style="list-style-type: none"><li>• --</li></ul>	<b>Lifestyle:</b> <ul style="list-style-type: none"><li>• --</li></ul>	<b>Preferences:</b> <ul style="list-style-type: none"><li>• --</li></ul>	<b>Current State:</b> <ul style="list-style-type: none"><li>• --</li></ul>
<b>Career or Education:</b> <ul style="list-style-type: none"><li>• --</li></ul>	<b>Online Activity:</b> <ul style="list-style-type: none"><li>• --</li></ul>	<b>Social Media Usage:</b> <ul style="list-style-type: none"><li>• --</li></ul>	<b>Future State:</b> <ul style="list-style-type: none"><li>• --</li></ul>
<b>Frustrations and Pains:</b> <ul style="list-style-type: none"><li>• --</li></ul>		<b>Resources::</b> <ul style="list-style-type: none"><li>• --</li></ul>	