

# BUYER PERSONA

WORKBOOK

MODULE 1

# BUYER PERSONA

What is a **buyer persona**?

A buyer persona is a research-based profile that depicts a target customer.

## Your ideal customer

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What's their gender?

How old are they?

Where do they live?

Where are their biggest struggle?

How would solving this problem improve their life?

What are they passionate about?

What does their dream life look like?

# Google Trends

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Use Google Trends to find out more information about the following:

1. When is your product idea the most in demand?



2. For what reasons do you believe your product is more in demand around this time?  
(Holidays, season, weather, ...)

3. If you plan on selling worldwide, which are the top 5 countries your products are the most searched for?

- 1.
- 2.
- 3.
- 4.
- 5.

4. What other interests do your customers search for?