

Here is a blank table template for creating a **Buyer Persona**:

Category	Details
Persona Name	
Demographics	- Age: - Gender: - Location:
Job Title	
Industry	
Goals	
Challenges	
Pain Points	
Preferred Channels	
Buying Motivation	
Preferred Content	
Technology Usage	
Decision-Making Role	

Instructions for Use:

- **Fill in each category** with the relevant details based on your target audience.
- Add more rows if additional attributes are required for a specific campaign.
- Use this table to align your content strategy with your audience's needs and preferences.