

DEFINE WHO IS ACTUALLY READY TO BUY

Buyer Profile Worksheet

Your buyer profile should sound like a real person on a stressful Tuesday, not a fake avatar named Marketing Mary. Use customer language from calls, reviews, texts, emails, and DMs.

Use real language

Buyers trust words that sound like their actual problem.

Focus on urgency

Timing tells you why someone is ready to act.

Write for one buyer

Specific copy is easier to trust.

Define the Situation

Start with what happened that made this person look for help. The trigger matters more than demographics.

WHAT HAPPENED?

WHY ARE THEY LOOKING NOW?

WHAT HAPPENS IF THEY WAIT?

WHAT HAVE THEY ALREADY TRIED?

WHO ELSE IS INVOLVED IN THE DECISION?

Capture Buyer Language

Pull exact phrases from real people. This becomes better website copy, better ads, and better content.

| SOURCE | EXACT PHRASE | WHAT IT TELLS YOU |
|-------------------|--------------|-------------------|
| Sales call | | |
| Review | | |
| Text or DM | | |
| Email | | |
| Customer question | | |
| Competitor review | | |

Write the Useful Profile

Keep it practical. This should help you decide what to say on a website, in a post, and on a sales call.

BUYER

PROBLEM

URGENCY

OBJECTIONS

BUYING TRIGGERS

WORDS THEY USE

BEST NEXT STEP
