

# Buyer Persona Template *for Insurance Agents*

**Background** (*jobs, life stages, career paths, family, etc.*)

**Demographics** (*sex, age, location, avg income, language, etc.*)

**Interests** (*what brands they interact with, etc.*)

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**Other relevant traits**

**Favorite social networks** *(what social media platforms are they most active on?)*

**Least favorite social networks** *(what social media platforms are they less active on?)*

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**Buying behavior** *(why they make the purchases they make)*

**Spending Power** *(what kind of money does your target market have to spend?)*

**Challenges** *(identify their pain points and challenges in purchasing)*

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**Goals** *(how your products can help them)*

**Purchasing barriers** *(budget concerns, need to talk to kids, etc.)*

**Messaging** *(how you will position your brand to this market through marketing)*

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**Preferred content type** *(what type of content do they interact with most)*

**Voice and tone** *(what will resonate with your target market)*