

# Buyer Persona Worksheet

## Choose Your Focus

Select the type of client you want to profile:

- ☐ Residential Client
  - ☐ Commercial Client
- 

## Basic Demographics

### Personal Information

- **Name:** \_\_\_\_\_ (Give your persona a realistic name)
- **Age:** \_\_\_\_\_
- **Job Title/Role:** \_\_\_\_\_
- **Annual Income:** \$\_\_\_\_\_

### Property Information

#### Property Type:

- |                                              |                                         |
|----------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> Single-family home  | <input type="checkbox"/> Office complex |
| <input type="checkbox"/> Townhome            | <input type="checkbox"/> Retail center  |
| <input type="checkbox"/> Commercial building | <input type="checkbox"/> Other: _____   |

**Property Value:** \$\_\_\_\_\_

**Property Size:** \_\_\_\_\_ acres / square feet

**Location:** \_\_\_\_\_ (City, neighborhood type)

## Family/Organization Structure

### For Residential:

- ☐ Single
- ☐ Married
- ☐ Divorced
- ☐ Family with children

**Family Details:** \_\_\_\_\_

**For Commercial: Company Size:** \_\_\_\_\_ employees

**Decision Makers:** \_\_\_\_\_  
\_\_\_\_\_

## Financial Profile

**Total Landscaping Budget:** \$\_\_\_\_\_ - \$\_\_\_\_\_ per year

**Project Budget Range:** \$\_\_\_\_\_ - \$\_\_\_\_\_

### Budget Cycle:

- ☐ Annual
- ☐ Quarterly
- ☐ As-needed
- ☐ Seasonal
- ☐ Other: \_\_\_\_\_

**Payment Preferences:** ☐ Pay in full upfront ☐ Payment plans ☐ Financing options  
☐ Net 30/60 terms

\_\_\_\_\_

# Goals & Motivations

## Primary Goals *(List 3-5 main objectives)*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Secondary Goals *(Nice-to-haves)*

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# Pain Points & Challenges

## Current Frustrations *(What problems are they trying to solve?)*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## Past Bad Experiences:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Biggest Concerns:

- |                                             |                                                   |
|---------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Cost overruns      | <input type="checkbox"/> Hidden fees              |
| <input type="checkbox"/> Unreliable service | <input type="checkbox"/> Maintenance requirements |
| <input type="checkbox"/> Poor communication | <input type="checkbox"/> Plant survival           |
| <input type="checkbox"/> Quality issues     | <input type="checkbox"/> Other: _____             |
| <input type="checkbox"/> Timeline delays    | _____                                             |

# Decision-Making Process

## How They Research Services *(Check all that apply)*

- |                                                   |                                                           |
|---------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Google searches          | <input type="checkbox"/> Trade shows                      |
| <input type="checkbox"/> Social media             | <input type="checkbox"/> Referrals from other contractors |
| <input type="checkbox"/> Neighbor recommendations | <input type="checkbox"/> Company websites                 |
| <input type="checkbox"/> Online reviews           | <input type="checkbox"/> Local directories                |
| <input type="checkbox"/> Industry publications    | <input type="checkbox"/> Other: _____                     |

## Decision Timeline:

- |                                                     |                                                |
|-----------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Immediate (within 1 month) | <input type="checkbox"/> Long-term (6+ months) |
| <input type="checkbox"/> Short-term (1-3 months)    | <input type="checkbox"/> Seasonal timing       |
| <input type="checkbox"/> Medium-term (3-6 months)   |                                                |

**Number of Quotes They Get:** \_\_\_\_\_ quotes

## Who's Involved in the Decision?

- Primary Decision Maker: \_\_\_\_\_
- Influencers: \_\_\_\_\_
- Final Approval: \_\_\_\_\_

## Decision Factors *(Rank 1-5, with 1 being most important)*

- |                        |                         |
|------------------------|-------------------------|
| ___ Price/Cost         | ___ Communication       |
| ___ Quality of work    | ___ References          |
| ___ Company reputation | ___ Insurance/Licensing |
| ___ Timeline           | ___ Design expertise    |
-

# Preferred Marketing Channels

## Where They Look for Information *(Check all that apply)*

- |                                        |                                             |
|----------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Google search | <input type="checkbox"/> YouTube            |
| <input type="checkbox"/> Facebook      | <input type="checkbox"/> Local newspapers   |
| <input type="checkbox"/> Instagram     | <input type="checkbox"/> Direct mail        |
| <input type="checkbox"/> LinkedIn      | <input type="checkbox"/> Radio              |
| <input type="checkbox"/> NextDoor      | <input type="checkbox"/> Yard signs         |
| <input type="checkbox"/> Angie's List  | <input type="checkbox"/> Vehicle branding   |
| <input type="checkbox"/> Home Advisor  | <input type="checkbox"/> Trade publications |
| <input type="checkbox"/> Houzz         | <input type="checkbox"/> Referrals          |
| <input type="checkbox"/> Pinterest     | <input type="checkbox"/> Other: _____       |

## Most Trusted Sources *(Top 3)*

1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
-

# Communication Preferences

## Preferred Contact Method:

- |                                        |                                             |
|----------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Phone calls   | <input type="checkbox"/> In-person meetings |
| <input type="checkbox"/> Email         | <input type="checkbox"/> Video calls        |
| <input type="checkbox"/> Text messages |                                             |

## Best Times to Contact: Days:

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Monday    | <input type="checkbox"/> Friday   |
| <input type="checkbox"/> Tuesday   | <input type="checkbox"/> Saturday |
| <input type="checkbox"/> Wednesday | <input type="checkbox"/> Sunday   |
| <input type="checkbox"/> Thursday  |                                   |

## Times:

- |                                        |                                    |
|----------------------------------------|------------------------------------|
| <input type="checkbox"/> Early morning | <input type="checkbox"/> Afternoon |
| <input type="checkbox"/> Mid-morning   | <input type="checkbox"/> Evening   |
| <input type="checkbox"/> Lunch         | <input type="checkbox"/> Weekend   |

## Communication Style Preference:

- |                                                |                                                  |
|------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Detailed explanations | <input type="checkbox"/> Technical specs         |
| <input type="checkbox"/> Quick summaries       | <input type="checkbox"/> References and examples |
| <input type="checkbox"/> Visual presentations  | <input type="checkbox"/> Step-by-step processes  |
-

# Seasonal Considerations

## When They Make Decisions:

- ☐ Winter (planning season)
- ☐ Early spring (before rush)
- ☐ Spring (implementation)
- ☐ Summer (maintenance focus)
- ☐ Fall (preparation)
- ☐ Year-round

## Peak Interest Periods:

- \_\_\_\_\_
- \_\_\_\_\_

## Budget Allocation Timing:

- |                                   |                                    |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> July      |
| <input type="checkbox"/> February | <input type="checkbox"/> August    |
| <input type="checkbox"/> March    | <input type="checkbox"/> September |
| <input type="checkbox"/> April    | <input type="checkbox"/> October   |
| <input type="checkbox"/> May      | <input type="checkbox"/> November  |
| <input type="checkbox"/> June     | <input type="checkbox"/> December  |
-

# Additional Insights

## Lifestyle Factors *(For residential clients)*

☐ Entertains frequently

☐ DIY enthusiast

☐ Has pets

☐ Busy schedule

☐ Travels often

☐ Other:

☐ Environmental concerns

☐ Low maintenance preference

## Business Factors *(For commercial clients)*

☐ Public-facing property

☐ Multiple locations

☐ Employee outdoor spaces

☐ Other:

☐ Customer impressions important

☐ Sustainability requirements

☐ Budget constraints

## Questions They Ask Most Often:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Red Flags That Lose Them:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Your Marketing Message

Based on this persona, write a 2-3 sentence marketing message that would resonate with them:

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## Services They Need Most:

- |                                           |                                        |
|-------------------------------------------|----------------------------------------|
| <input type="checkbox"/> Landscape design | <input type="checkbox"/> Lawn care     |
| <input type="checkbox"/> Installation     | <input type="checkbox"/> Tree services |
| <input type="checkbox"/> Maintenance      | <input type="checkbox"/> Snow removal  |
| <input type="checkbox"/> Hardscaping      | <input type="checkbox"/> Lighting      |
| <input type="checkbox"/> Irrigation       | <input type="checkbox"/> Other: _____  |

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**Instructions:** Complete one worksheet for each distinct type of customer you want to attract. Use real data from your current best customers when possible, and interview existing clients to validate your assumptions.