

Level 2, Module 2: Core Buyer Persona Toolkit

Purpose:

This worksheet helps you identify, understand, and document your project's key buyer personas — the people most likely to see value in what you're selling. Use it as your personal reference when writing posts, creating ads, or talking to clients.

Step 1. Identify Your Buyer Types

List down the most common types of people who inquire or buy your project.

Examples:

- OFW Investor
 - First-Time Homebuyer
 - Affluent Cebuano
 - Retiree
 - Young Professional
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Step 2. Create a Persona Sheet for Each Buyer Type

Persona Name: _____

(Give each persona a name or label — e.g., “OFW Investor,” “Young Family,” etc.)

Category	Your Notes
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Demographics	Age range, income level, family setup, work background
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Pain Points	What problems or frustrations are they trying to solve?
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Motivators	What excites or drives them to buy?
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Objections	What might hold them back from buying?
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Step 3. Match Your Project's Value to Each Persona

List three things about your project that this persona will care about most.

For each, explain *why* it matters to them.

Project Feature / Benefit Why This Matters to the Persona

Step 4. Write a Persona Summary

Use this short template to summarize your understanding:

“My buyer, [Persona Name], is a [description].
They are motivated by [main motivator] but held back by [main objection].
What they value most in our project is [key benefit].”

Step 5. Use AI to Refine (Optional)

You can use ChatGPT or similar tools to speed up your thinking:

Prompt Example:

“You are a real estate marketing strategist. Generate three core buyer personas for [Project Name]. For each persona, include demographics, pain points, motivators, objections, and messaging suggestions.”

Review AI’s suggestions and adjust based on your real-world experience.

Step 6. Apply What You Learned

Create a simple Persona Sheet for at least three different buyer types for your project.
You’ll use these sheets later in Level 2 to build your branding and ad messaging.

Key Reminder:

When you understand your buyers, your marketing becomes natural and personal.
You won’t have to chase clients — they’ll recognize themselves in your message.

Core Buyer Personas – Worksheet Page

 Persona #1: _____

Demographics

(Age, income, family setup, work background)

Pain Points

(What problems or frustrations are they trying to solve?)

Motivators


(What excites or drives them to buy?)

Objections

(What might hold them back from buying?)

Project Features That Match Their Needs

Project Feature / Benefit Why This Matters to the Persona

 **Persona #2:** _____

Demographics


Pain Points

Motivators

Objections

Project Features That Match Their Needs

Project Feature / Benefit Why This Matters to the Persona

 **Persona #3:** _____

Demographics

Pain Points

Motivators

Objections

Project Features That Match Their Needs

Project Feature / Benefit Why This Matters to the Persona

Summary Reflection

“After completing this worksheet, I now understand that my ideal buyers are _____, and they care most about _____.

My next step is to adjust my posts, presentations, and conversations so they directly speak to their goals and motivations.”