

Buyer Decision Model™

Buyer Persona:



Date

Iteration #1

Persona Buying Cycle™ Behaviors	Audience	Lead	Buyer	Customer	Brand
Buyer Mindset	Not in Market	Not Ready to Buy	Make Right Choice	Get Optimal Benefit	Loyal Repurchase
Buyer Events					
Buyer Goals					
Buyer Activities					
Buyer Think					
Buyer Values					
Buyer Choice					

Critical Path

1

2

3



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Buyer Decision Model™

Example

Buyer Persona:



Date

Iteration #1

Persona Buying Cycle Behaviors	Audience	Lead	Buyer	Customer	Brand
Buyer Mindset	Not in Market	Not Ready to Buy	Right Choice	Optimal Benefit	Loyal Advocate
Buyer Events	1			1	1
Buyer Goals	1	1		1	2
Buyer Activities	2	3	1	2	
Buyer Thinking		1	2	1	
Buyer Values	3	2	1		1
Buyer Choices		1	1		3

Critical Path

1

2

3

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