

### Buyer persona template

*A buyer persona is a semi-fictional representation of your ideal customer to help you understand, serve and market to them better.*

	Name	
Demographics	Gender	
	Age	
	Ethnicity	
Professional background	Job	
	Background	
	Income	
	Education	
Home background	Family	
	Where they live	
What are they looking for?	Attitude to suppliers	
	How to win business	
Media habits	Favorite social channels	

These are just some of the questions you can ask to build up a rounded picture of your customers.

#### **Tips for creating a buyer persona:**

- If you have existing customers, try surveying or interviewing a few to build up a picture of them
- Do your research if you don't have customers, and failing that, make guesses to start with - buyer personas should evolve over time anyway
- If you have a small business or only a few customer types, create 2-3 personas representing different kinds of customers. As your business grows you might end up with 5-10 different types of customers