

Name: <e.g Paul the CEO>

The one that knows their customer the best, wins. The buyer persona is a generalization of your customer. You'll most likely have several but already having one will help you agree internally and target the right customer.

Demographics	
Gender	M
Age	47
Location	Santa Barbara
Education	<Formal education that they have had and how they value education>
Other info	<If ethnicity or income or marital status plays a role, add it here>

Job & Seniority	
Title & Responsibility	<What are they responsible for and how are they measured? Whom do they report to?>
Ideal company	<Turnover, size, age...>
Role in purchasing process	<Are they the decision maker or is somebody else>
Reputation among peers, subordinates & superiors	

Psychographics	
Attitudes & Opinions	<What gets them excited? What is their attitude towards your business, their peers, technology? What are their most common objections to your product? What strong opinions about politics or religion do they have?>
Values	<What do they value the most? What is more important than anything else to them? What are their goals?>
Fears	<What are they afraid of doing or happening to them or their company? What fears can you help them solve?>

Pet peeves	<What do they hate or find annoying?>
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Information sources	
Where do they get their information from?	<What channels, websites, expos, tv-programs and newspapers to they read or follow?>
Whom do they trust?	<What other buyer persona, family member, partner, competitor do they trust as information sources the most?>