Defining Your Ideal Buyer Persona
Demographics
(what the census bureau knows)

Not all of these questions are applicable, but they should start providing a better picture of your semi fictional representation of the customer you serve best.

Age Range:

Education Level:

Marital Status

Parental Status:

Geographical Area:
> *Urban, Suburban, Rural, States with Snow, States with ocean front, etc.*

Approximate Income:

Standard of Living:

Debt Level:

Type of company:
> *Self employed, non-profit, government, small business, large business, student, retired*

How long at current company or position:

Occupation or Job Title:

Sports or Activities:

What's on their phone or radio? Podcast, music news:

Political leaning of affiliation:

TV Shows, Movies and video they might watch:

Books, magazines and blogs they might read: