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Information to include in buyer personas

You should include specific, identifying information in your buyer persona in addition to background information to help the persona feel like an actual customer. Include these facts in your customer persona:

Gender: Identify the persona's gender.

Age: You can identify a specific age or use a range.

Income level: Describe the persona's individual income level or household income level.

Household: Include whether the persona is married, and describe anyone else who lives with them.

Location: Identify whether the persona lives in an urban, suburban or rural setting.

Education: Provide the persona's highest level of education.

Career: Offer information about the persona's job and industry.

Schedule: Describe what the persona does on a normal day.

Role models: Include any role models the persona looks up to.

Entertainment: List the persona's favorite books, movies, television shows, music and other forms of entertainment.

Activities: Explain what the persona likes to do in their free time, like reading, hiking, spending time with friends or other endeavors.

Work challenges: Describe the persona's biggest issues at work.

Success: Define the persona's personal and professional successes.

Goals: List the persona's personal and professional goals.

Pain points: Describe the persona's pain points or challenges.



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Objections: Identify what keeps your persona from making a purchase.

Motivations: Explain what drives your persona to make a purchase.

Solutions: List the ways your product or service solves your persona's problems.

Tech awareness: Provide information on the tech savvy of your persona.

Social media: List your persona's preferred social media networks and frequency of use.

Communication: Identify your persona's favorite ways to communicate, like phone, text or in person.

You can include other information if it will add to the thoroughness of your persona or exclude categories that don't enhance your personas.

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