
Buyer Personas

Before you can sell to anyone you need to know WHO you're selling to and the best way to do this is to create what's known as a Buyer Persona.

Creating a buyer persona allows you to get to know your ideal client, to understand them, their fears, their pain points, what frustrates them and what problems they want you to solve. By understanding the client you can start to construct marketing strategies that have more chance of connecting with the people you want to reach.

When you talk their language, solve their problems and talk about things they're interested in then you're more likely to raise awareness and engage with them.

There's no universally accepted template for writing a buyer persona. Some popular templates are more detailed than others but essentially the idea is to be as detailed as you can be to get to know your customers as well as you can.

Use the form opposite to describe your ideal customer/client. If necessary, duplicate the page and create more than one customer - useful if you have multiple vertical markets.

Don't forget - refer to your core values when thinking about your ideal customer. If they don't match your values then you're less likely to attract them to you and you'll also find it hard to service them well and keep them happy.

	Name :	Gender :
	Age :	Marital Status :
	Education :	Industry :
	Occupation :	Location :

Describe their social life...	What stage of their career are they at?
How do they spend their free time?	What are their life goals?
How do they spend their time online?	What brands do they like/buy?
Where do they go on holiday?	What does their personal life look like?
What problems are they dealing with?	How are they currently overcoming their problems?
What else do you know about them?	