



# Buyer Persona *workbook*

*by Propel Marketing & Design, Inc.*



## Understanding Buyer Personas

Buyer personas are fictional representations of your ideal customer. Buyer personas go by many names; you may have heard them called customer avatar, ICA (ideal customer avatar), customer persona, buyer profile, target customer, etc.

They are based on real information about your customer demographics, online and offline behaviour, education, personal history, motivations, and concerns.

They tell you what prospective customers are thinking and doing as they weigh their options to address a problem that your company resolves.

As you'll see in the exercise in this workbook, building a buyer persona is more than just a creating a description of your buyer.

We want to dig as deep as we can into their mind to see how they think, what influences their decisions, and learn more about their goals, fears, and interests.

## Why Buyer Personas are Important

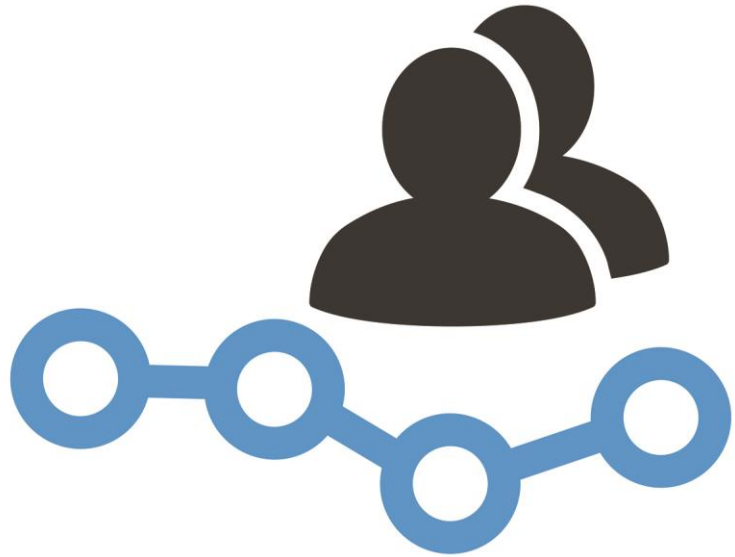
Unfortunately, many companies are quick to dismiss the need for buyer personas. In doing so, many companies quickly go out of business as they are ignoring essential questions:

- Who are we talking to?
- Why should they care?
- What are we going to say that is relevant to their needs?

From a marketing standpoint, developing personas allows you to create content and messaging that appeal to your target audience.

When should you do the buyer persona exercise?

- Developing a new company
- Launching a new product or service
- Expanding your company
- If you have never created one, now is a perfect time



## Creating a Buyer Persona

Avoid the fluff and focus on what matters. Each company is different. We have outlined the basics that relate to most companies, but please add on as you see fit.

To conduct authentic research that has reliable results, you should include focus groups or one-on-one interviews, that way you can get an in-depth analysis of your buyers.

Sending online questionnaires to your buyers is another way of creating a buyer persona for your business, however; people don't always jump for joy over the idea of filling out a questionnaire. To encourage the people to fill out your survey, you could give them an incentive.

### How many buyer personas should you have?

You can have as few as two or as many as 20 buyer personas depending on how many demographics you are targeting. But don't go too crazy.

### Segment for multiple personas

Before you start filling out the worksheet, make sure it's a distinct segment of your customers. You'll want to:

- Identify the segment
- Give it a name (it's much easier to connect with "Jane" than "a woman between the ages of 20-25")

# Buyer Persona Questions

Get inside your buyers head by filling out the following form. Fill out one form for each of your segmented audiences.

**There are four ideal client tables for you to fill out:**

- |                                               |                                           |
|-----------------------------------------------|-------------------------------------------|
| <b>1</b> Background & Demographics            | <b>4</b> Problems, Fears, & Objections    |
| <b>2</b> Goals & Values                       | <b>5</b> Solution                         |
| <b>3</b> Sources of Information & Inspiration | <b>6</b> Picture & Additional Information |

## 1 Background & Demographics

Name	
Age	
Gender	
Relationship status	
Level of education	
Where they live	
Life beliefs	
Occupation	
Annual income	
Job title	
Years in business	
Business revenue	
Number of employees	
Hobbies	
Interests	
Quote	
Addition Information	

## 2 Goals & Values

Goals	
Values	

## 3 Sources of Information and Inspiration

What books do they read?	
Favorite magazines, music, TV shows, etc.	
What do they Google (list everything related to your business)?	
What blogs or websites do they frequent?	
What are their favorite apps?	
What social media channels do they use?	
What conferences or events do they go to?	
Which gurus do they follow?	
What influencers do they follow?	
What brands are they loyal to?	
Additional information	

## 4 Problems, Fears, & Objections

What worries keep them up all night?	
What triggers fear for them?	
What challenges do they face on a daily, weekly, monthly, yearly basis?	
What are their pain points?	
What do they really want that they don't have now?	
What's stopping them from getting what they want?	
What have they tried that didn't work for them?	
What objections might they have about investing in your product/service?	
Additional information	

## 5 Solution

Your Solution:

What can we do to help them achieve their goal?

What can you do to help them overcome their challenges?

## 6 Picture & Additional Information

Add a picture and additional information to finish building out your persona.

Feel like getting digital with it, Xtensio has a pretty little drag-and-drop [persona creator](#). It's free too. Drag and drop modules into place.