



———— HOW TO CREATE ————
BUYER PERSONAS
———— FOR YOUR BUSINESS ————



What Are Buyer Personas?

Buyer personas are fictional, generalized representations of your ideal customers. They help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups.

The strongest buyer personas are based on market research as well as on insights you gather from your actual customer base (through surveys, interviews, etc.). Depending on your business, you could have as few as one or two personas, or as many as 10 or 20. (Note: If you're new to personas, start small! You can always develop more personas later if needed.)

What Are Negative Personas?

Whereas a buyer persona is a representation of an *ideal* customer, a negative -- or “exclusionary” -- persona is a representation of who you *don't* want as a customer.

This could include, for example, professionals who are too advanced for your product or service, students who are only engaging with your content for research/knowledge, or potential customers who are just too expensive to acquire (because of a low average sale price, their propensity to churn, or their unlikeliness to purchase again from your company.)

How Can You Use Personas?

At the most basic level, personas allow you to personalize or target your marketing for different segments of your audience. For example, instead of sending the same lead nurturing emails to everyone in your database, you can segment by buyer persona and tailor your messaging according to what you know about those different personas.

If you take the time to create negative personas, you'll have the added advantage of being able to segment out the “bad apples” from the rest of your contacts, which can help you achieve a lower cost-per-lead and cost-per-customer (and see higher sales productivity).

How Can You Use Personas?

When combined with lifecycle stage (i.e. how far along someone is in your sales cycle), buyer personas also allow you to map out and create highly targeted content.

How Do You Create Buyer Personas?

Buyer personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers, prospects, and those outside of your contact database who might align with your target audience.

Here are some practical methods for gathering the information you need to develop personas:

- Interview customers either in person or over the phone to discover what they like about your product or service.

How Do You Create Buyer Personas?

(continued)

In the following pages you will see a rough outline asking questions regarding your new persona. Fill it out the best you can. This is an exercise in thinking about your ideal customer. The more you think about them in this way, it will become easier to identify what needs to be done to attract them to your business.

Don't forget to name your persona. People often use real names of their best clients. Share it with interested colleagues, use this tool however you wish.
Have fun.

Name of Persona	Persona 1
<p style="text-align: center;">BACKGROUND</p> <p style="text-align: center;">Job? Career path? Family?</p>	<ul style="list-style-type: none"> • Job • Career Path • Family life
<p style="text-align: center;">DEMOGRAPHIC</p> <p style="text-align: center;">Male or female? Age? Income? Location?</p>	<ul style="list-style-type: none"> • Gender • Age • Income • Location
<p style="text-align: center;">IDENTIFIERS</p> <p style="text-align: center;">Demeanor? Communication preferences?</p>	<ul style="list-style-type: none"> • Demeanor • Communication Preference

Name of Persona	Persona 1
<p style="text-align: center;">GOALS</p> <p style="text-align: center;">Primary goal? Secondary goal?</p>	<ul style="list-style-type: none"> • Primary Goal • Secondary Goal
<p style="text-align: center;">CHALLENGES</p> <p style="text-align: center;">Primary challenge? Secondary challenge?</p>	<ul style="list-style-type: none"> • Primary Challenge • Secondary Challenge
<p style="text-align: center;">WHAT CAN WE DO</p> <p style="text-align: center;">...to help our persona achieve their goals? ...to help our persona overcome their challenges?</p>	<ul style="list-style-type: none"> • What we can do point 1 • What we can do point 2

Name of Persona	Persona 1
REAL QUOTES About goals, challenges, etc	<ul style="list-style-type: none">• Quote 1• Quote 2• Quote 3
COMMON OBJECTIONS Why wouldn't they buy your product/service?	<ul style="list-style-type: none">• Common Objection 1• Common Objection 2



Name of Persona	Persona 1
<p data-bbox="583 375 1085 415">MARKETING MESSAGING</p> <p data-bbox="486 429 1187 508">How should you describe your solution to your persona?</p>	<ul data-bbox="1286 318 1989 362" style="list-style-type: none"><li data-bbox="1286 318 1989 362">• [Type in your marketing message]
<p data-bbox="672 584 996 624">ELEVATOR PITCH</p> <p data-bbox="570 638 1098 672">Sell your persona on your solution!</p>	<ul data-bbox="1286 584 1880 628" style="list-style-type: none"><li data-bbox="1286 584 1880 628">• [Type in your elevator pitch]

Name of Persona	Persona 2
BACKGROUND Job? Career path? Family?	<ul style="list-style-type: none"> • Job • Career Path • Family life
DEMOGRAPHIC Male or female? Age? Income? Location?	<ul style="list-style-type: none"> • Gender • Age • Income • Location
IDENTIFIERS Demeanor? Communication preferences?	<ul style="list-style-type: none"> • Demeanor • Communication Preference

Name of Persona	Persona 2
<p style="text-align: center;">GOALS</p> <p style="text-align: center;">Primary goal? Secondary goal?</p>	<ul style="list-style-type: none"> • Primary Goal • Secondary Goal
<p style="text-align: center;">CHALLENGES</p> <p style="text-align: center;">Primary challenge? Secondary challenge?</p>	<ul style="list-style-type: none"> • Primary Challenge • Secondary Challenge
<p style="text-align: center;">WHAT CAN WE DO</p> <p style="text-align: center;">...to help our persona achieve their goals? ...to help our persona overcome their challenges?</p>	<ul style="list-style-type: none"> • What we can do point 1 • What we can do point 2

Name of Persona	Persona 2
REAL QUOTES About goals, challenges, etc	<ul style="list-style-type: none">• Quote 1• Quote 2• Quote 3
COMMON OBJECTIONS Why wouldn't they buy your product/service?	<ul style="list-style-type: none">• Common Objection 1• Common Objection 2



Name of Persona	Persona 2
MARKETING MESSAGING How should you describe your solution to your persona?	<ul style="list-style-type: none">• [Type in your marketing message]
ELEVATOR PITCH Sell your persona on your solution!	<ul style="list-style-type: none">• [Type in your elevator pitch]