FINDING YOUR BUYER PERSONAS

ONTRAPORT

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Capture More Leads by Understanding Your Current and Prospective Customers

A buyer persona is an imaginative representation of your ideal buyer, often used to inform marketing and sales strategies. Buyer personas provide a clearer picture of who you're targeting, which means you can better tailor your copy, ad audiences, sales objection responses, and more to up your odds of attracting new customers. Use this worksheet as a guide to create personas for your business — and feel free to fill it out more than once, as you'll likely have more than one type of buyer interested in your products and services.
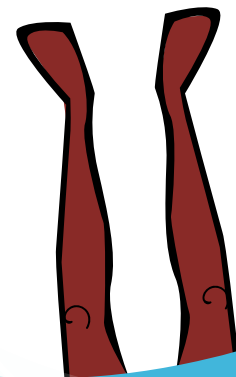
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INTRODUCTION

What's a Buyer Persona, and Why Do I Need One?

If you've ever played a video game like the Sims, where you became another character with a specific job, age, gender, skill set and more, you're already familiar with what a persona is.

A buyer persona is the same thing — except it's for your business, and it uses real-life data about your leads and customers. This data is most likely already available to you, or it can easily be obtained or captured via customer surveys and other methods, to create targeted client groupings.

A buyer persona is an imaginative representation of an ideal buyer based on everything you know about existing customers. To create a buyer persona, you'll divide your prospects and contacts into specific segments based on their interests, behaviors, demographics, stage in the buying cycle and more.

Your customers are not all the same, and not every person who you're reaching out to is going to be interested in your products or offers for the same reason — which is why your marketing collateral needs to be segmented and catered to varying audiences. This makes your marketing funnels seem less robotic and more inviting, which encourages sales.

Buyer personas expand beyond just marketing and sales. When you develop a deeper understanding of who your customers are, you learn what their pain points are and how to satisfy them. That means you can prioritize projects and features based on persona requirements. Your customer service will improve as your team learns how to adapt to the needs of specific personas. Determining appropriate product pricing and distribution strategy becomes a much simpler task. Best of all, buyer personas give your team a company-wide sense of direction.

While understanding what kind of people buy from you is useful, it's important to focus less on WHO they are and focus more on WHY they are buying from you. When developing personas, consider what each needs from you and how you can solve their problem.
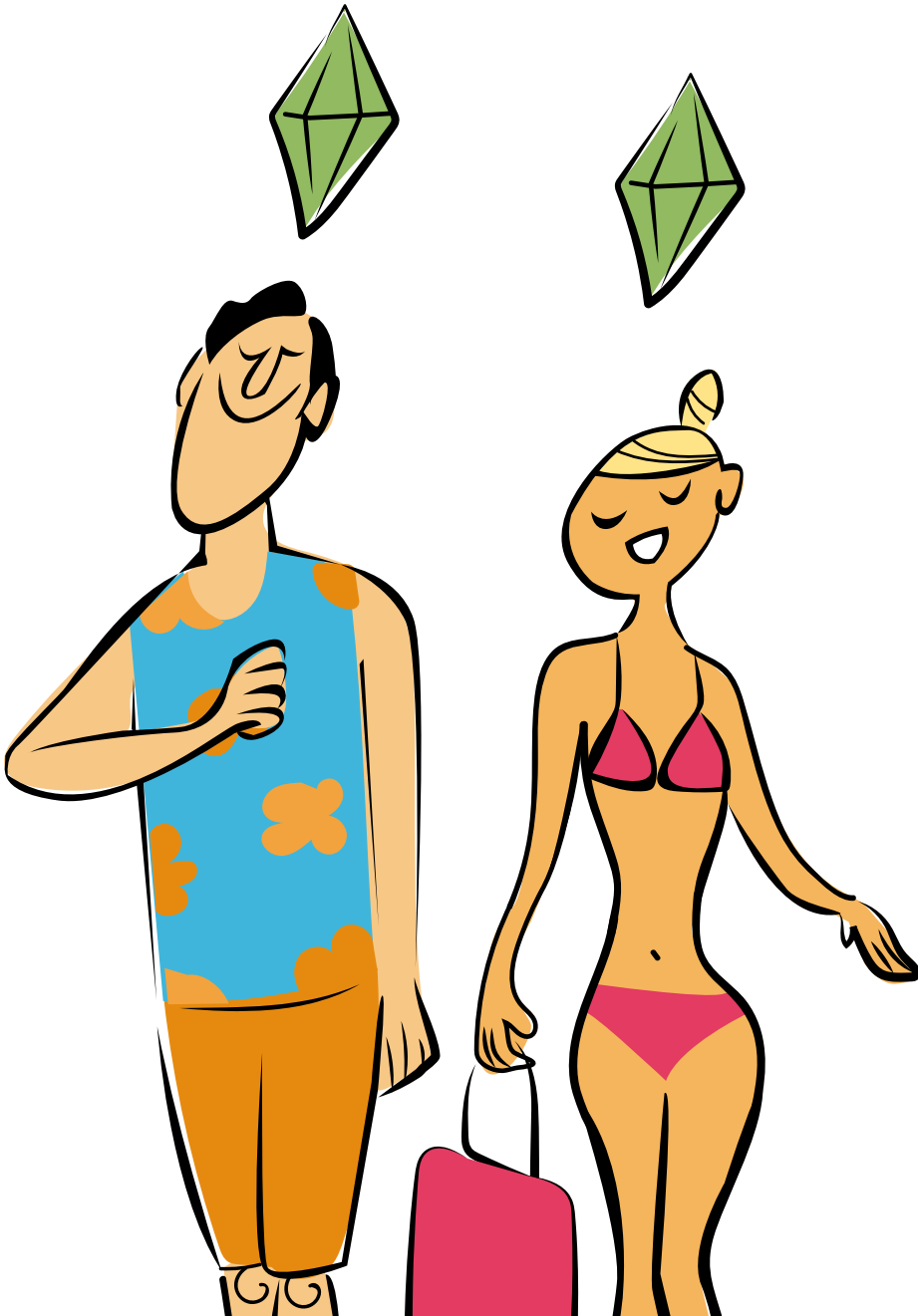
SEGMENTING PERSONAS

The point of creating personas, also known as avatars, is so you can later segment them, but it can be difficult to decide where to draw the line between them; they are all imaginary characters based on their common demographics, behavior patterns and goals of a company's ideal customers.

For example, a sports store owner might create a persona named Jeremey, a 22-year-old college athlete from the midwest who lives in a dorm, loves social media, and cares about muscle recovery. He might also create Derrick, a 50-year-old wealthy Beverly Hills plastic surgeon who is just getting into fitness for the first time with his 19-year-old daughter Ashley as a bonding activity.

Marketers often use these personas as the foundation for their outreach — tailoring messaging and entire campaigns around which persona they're aiming to reach. Sales teams often categorize their leads by avatar after their first phone conversation and determine their follow-up based on it.

The question is, should the sports store owner target a budget-friendly campaign towards the college-age students? What about that sales campaign for the ab machine made specifically for middle-age men looking to get in a quick workout?

This kind of segmentation can be helpful; pretending you're speaking to specific personalities can help teams narrow their focus and better serve their audiences, but that doesn't quite go deep enough. Although Jeremy and Ashley are both college students, they have entirely different needs and expect different experiences from the sports store.

While demographics do matter, what brings people to your business is a pain point that you can solve. When creating these personas, you should pay attention to their pain points.

BUYER PERSONA WORKSHEET

BUYER PERSONA TEMPLATE

Step 1: What's their background?

The behavioral and demographic data on your current leads or customers are the foundation of any persona. They're the most essential bits of information you'll need before making any decisions for your business — that's why it's important to gather them first.

Collect your data and then sort it by commonality. Once the commonality has been established, write them below to begin forming a persona.

Demographics

Age range _____

Gender _____

Occupation _____

Job title _____

Work environment (office, home)_____

Income _____

Spending habits (budget-friendly, luxurious) _____
_____

Where they live _____

Type of living environment (big city, suburb, rural)

_____

Education level _____

Marital status _____

Number/age children_____

Life stage (teenager, college student, new grad, parent, retiree)

_____

Interests and Activities

Where do they get their information? (books, magazines, blogs, gurus)
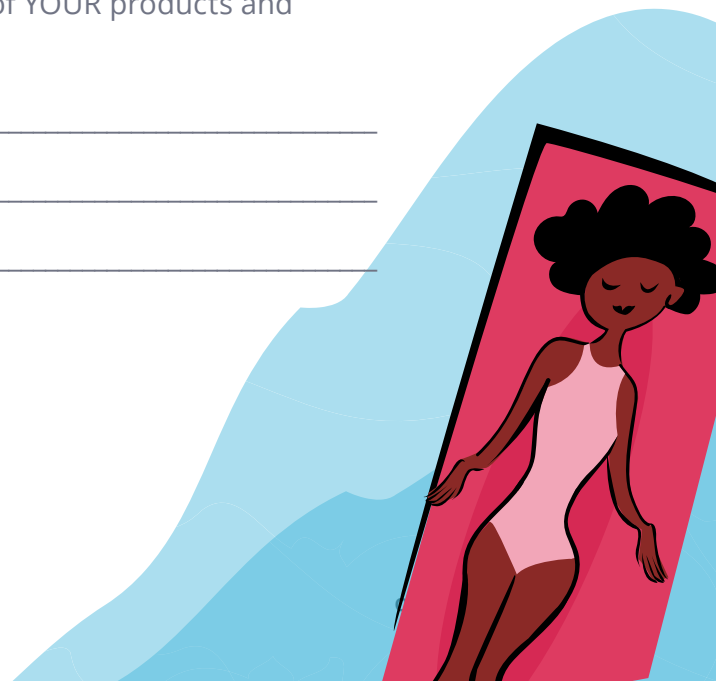
_____

Favorite pastimes _____

Who are they influenced by? _____

Social media activity level _____

Favorite social media platform _____

Shopping preferences (online, in stores) _____
_____

Based on the above answers, what types of YOUR products and
services matter to them?

_____

_____

_____

Step 2: What are their needs?

Knowing the pains and challenges your leads or customers are facing allows you to position your product or service as the solution to these issues. In the sections below, try to get a better understanding of what would make someone purchase a product from you.

Challenges and Pain Points

What is the biggest challenge that your buyer is facing?

_____

_____

_____

_____

_____

What other pain points does your buyer have besides his or her biggest challenge?

_____

_____

_____

_____

_____

Solutions Your Product/Service Provides

Why is your product/service the lasting solution to your buyer's problem?

_____

_____

_____

_____

_____

Why is your product/service more attractive and effective than that of your competition?

_____

_____

_____

_____

_____
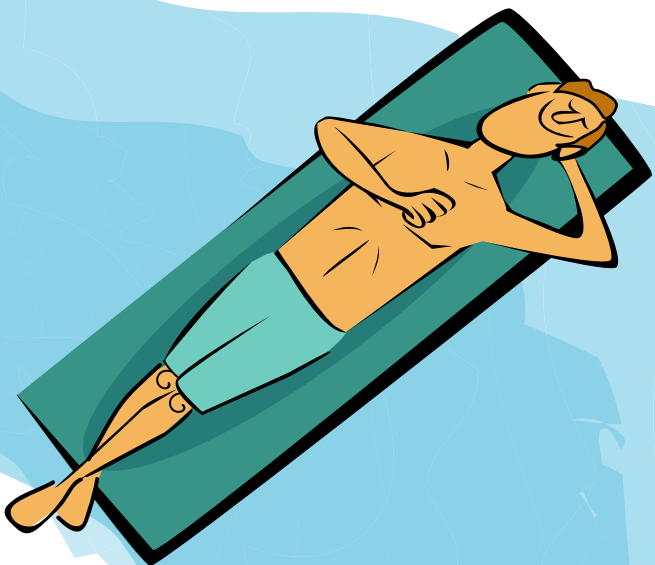
Values and Concerns

What may have stopped him or her from purchasing your product or service in the past?

_____

_____

_____

What service, similar to yours, is he or she using but unsatisfied with?

_____

What is your buyer trying to accomplish?

_____

What is most important to him or her when buying from a company?

_____

What might happen if his or her problems aren't solved by your product?

_____

Step 3: Give Him/Her a Personality!

Now, you're ready to create a "character sheet" for your avatar/buyer persona. Take the most relevant information about your buyer from Steps 1 and 2 to create an imaginary buyer who fits this persona. Be sure to give your buyer a name!
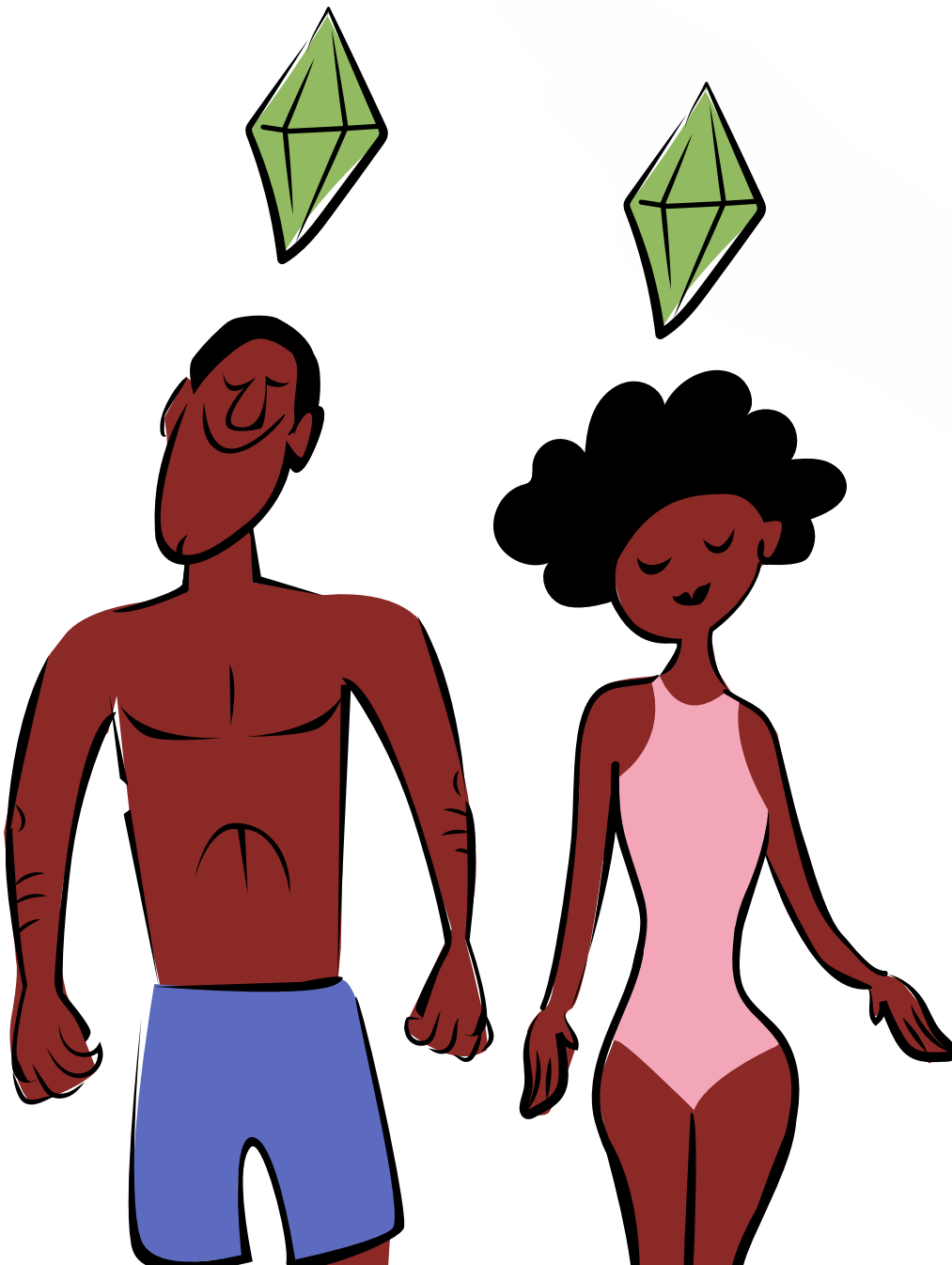
CHAPTER 4

PUTTING IT ALL TOGETHER

CUSTOMER PERSONA

NAME

DEMOGRAPHICS

Age range _____

Gender _____

Occupation _____

Job title _____

Work environment _____

Income _____

Spending habits (budget-friendly, luxurious) _____
_____

Where they live _____

Type of living environment _____

Education level _____

Marital status _____

Number/age of children_____

Life stage (teenager, college student, new grad, parent,
retiree) _____

SOLUTIONS YOUR PRODUCT/SERVICE PROVIDES

Why is your product/service the lasting solution to your
buyer's problem?_____
_____
_____
_____
_____

Why is your product/service more attractive and
effective than that of your competition? _____
_____
_____
_____
_____
_____

CHALLENGES & PAIN POINTS

What is the biggest challenge that your buyer is facing?
_____
_____
_____
_____

What other pain points does your buyer have besides
his or her biggest challenge? _____
_____
_____
_____

INTERESTS & ACTIVITIES

Where do you get your information? _____
_____

Favorite pasttimes _____

Who are you influenced by? _____

Social media activity level _____

Favorite social media platform _____

Shopping preferences _____

VALUES & CONCERNS

What may have stopped him or her from purchasing
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What might happen if his or her problems aren't solved
by your product? _____