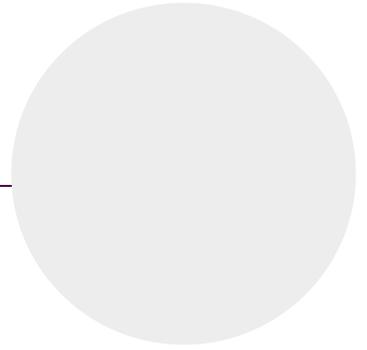


PERSONA NAME: _____



PART 1: DEMOGRAPHICS

What is the typical age range of this customer?

Male

Female

Are they self-employed or an employee?

If employed, what is their occupation?

Are they highly educated? Or have a good knowledge of your products or services/industry?

Where do they live?

City, suburb, urban, country, beach etc

What is their household composition?

Single/married? Do they have children and if so, how many and how old are they? Do they have any pets?

What is their ethnicity or religion?

Any more relevant demographic detail

If they are business owners, do they fall within a specific industry? How many staff do they have? Who is the decision maker?

PART 2: PSYCHOGRAPHICS

Psychographics involve the mental characteristics of your customers: Their goals, beliefs, motivations and barriers. This generally takes a bit more research than demographics since you'll need to speak with customers to find these answers.

What are their hobbies/interests?

How do they consume media?

Social Media, TV, radio, newspaper etc

What problem are they solving by using your product/service?

What are their current pain points or frustrations?

What are the concerns or anxieties the customer may have about your products/services?

Too expensive, skeptical as have been burnt by another provider, poor service - uncontactable

What are some of the potential challenges that would make a customer not want to buy your products/services?

Upfront deposit payments required before work commences, don't have the time to invest into project

What are the solutions your product/service provides?

What would make this customer recommend your business to a friend?

Great experience, good customer feedback, increased sales or enquiries

How much are they willing to spend on your type of product or service?

What are their expectations around purchasing your products/services?

Who is involved making the final decision or influential to the decision maker?

Husband/wife, business partner, shareholders, business coach, friends

List any more important psychographic details:

What are their political beliefs? What are they planning for the future (hoping to start a family? Retire soon? Travel?)

PART 3: ACTIONABLE INSIGHT

Now it's time to pull everything together and start creating a plan. How are you going to market to this customer

What are the best ways to reach this customer?

How can you reiterate their problems or concerns in the form of a question?

e.g. Need a website but don't have a big budget?

How will your products/services make them feel?

Want to feel qualified by having a professionally designed and built website?

What types of promotions are going to engage this customer?

Are they going to be encouraged by discounts? Or if you are a service provider do you need to focus on educating and informing your customers?

What types of promotions are NOT going to engage this customer?

Along the same lines: Is there a specific channel or promotion that will not work for this customer? Should you avoid direct mail or Facebook advertising?

What new products are going to interest this customer?

Fixed monthly fees,

How many times will they need to see your ad or marketing before they decide to purchase?
