

How to find your

# IDEAL CUSTOMER

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# The Power of Buyer Personas (and why you should use them too)

## **What is a buyer persona?**

A persona is your ideal, target customer, right down to details about their lifestyle, income and behavior. They will become a compass for decisions you make in your business. Each persona (or avatar) is given a full set of character attributes and even a name so you can look at your target market as one person rather than a pool of numbers and demographic data. Your persona should become your imaginary customer who you turn to when you need to produce any piece of marketing, or even a new product! You may need more than one persona—one for each different product or service.

## **Why is a buyer persona so important?**

If you're trying to target a broad group of people, it's easy for marketing to become general or muddy. When we target a specific ideal individual within that group, your efforts will become more focused and you will become more persuasive in the process. You will have greater insight into your best customer. It's much easier to address the needs of one customer than the needs of thousands. So when you understand who that prime customer is and create their persona, your marketing becomes easier and more effective. You can also craft a powerful vision for them of what their life looks like now compared to how it could look with your product.

## **Why should I bother?**

Let's say I have a limousine company. My customers might consist of several segments, such as wedding clients, prom goers, airport transportation, corporate clients, and clients who just want an evening out.

Each segment is unique in their needs—the prom-goer's priority is a good price, while the corporate client is looking for reliability and being on time. So a persona approach would give each segment a name and personality, based on their demographic data. For example, I may know that my prom client is usually male, 17 years old, and spends time on YouTube, Snap Chat and Spotify. I might name him "Prom Pete" and make a list of his attributes.

Clearly, Prom Pete differs from my airport client, who is likely to be older, professional, and wealthier. I may name her "Airport Annie", and list her unique characteristics. When you get to know Airport Annie and Prom Pete, you can refer to their profile and know just what they want and how to address their needs in your marketing. You could ask "what does Airport Annie want to see on Instagram?" and know the answer.

## How to develop their profiles:

The best way to develop a persona is to interview existing clients or people who fit the market you want to be in and hear the words they use to describe their problem. You may want to avoid this step, but don't! But interviewing is the best way to get information, and you will likely learn something about them you didn't expect. When we guess about our target market, we can end up with inaccurate information and produce marketing that is off the mark, wasting valuable time and money.

Ask them open ended questions, in several broad categories. The better you know your customer, the more accurate your profile and the greater accuracy your marketing will have. You will be able to market most effectively, in the right place, with the least amount of money and serve them well.

## But I don't want to leave anyone out!

Keep in mind that developing a persona will *not* exclude anyone else who wants to buy from you. Other people who don't fit your profile will do business with you too. This is just your best, most loyal customer, the one that pays their bills on time and you like to work with.

Once you have your avatar developed, share it with your team. Anyone who interacts with your customers and especially anyone who writes or promotes your business. So let's get started!



## 1. The Details

What is your avatar's name?

What is their age?

What do they struggle with (relative to your product)?

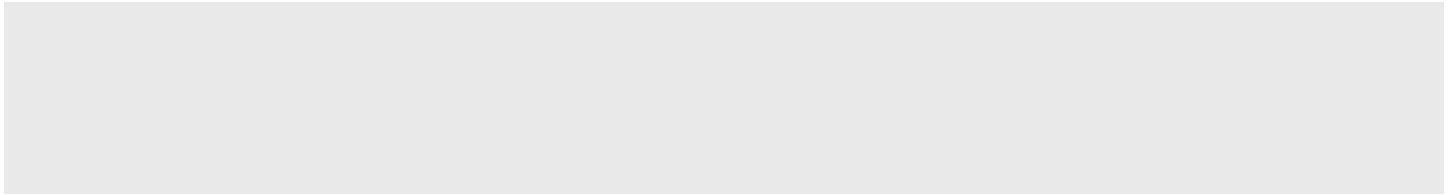
What town or city do they live in?

What is their relationship status?

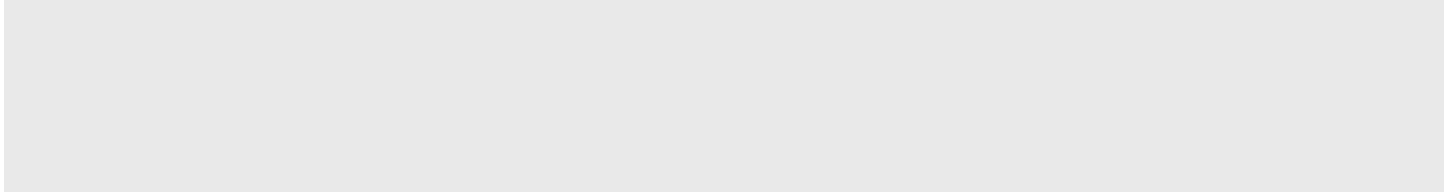
Do they have kids? How many?

Where do they work?

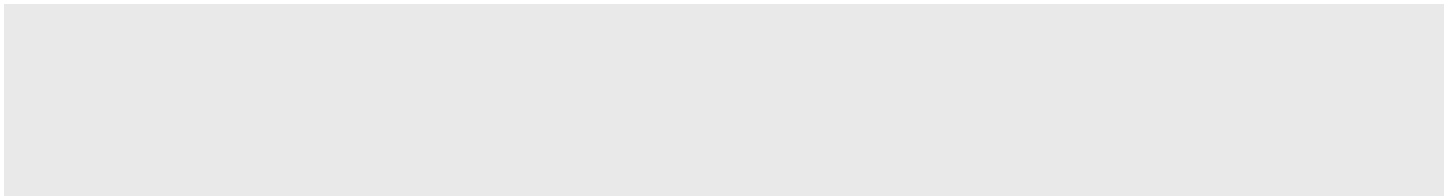
What is their income level?



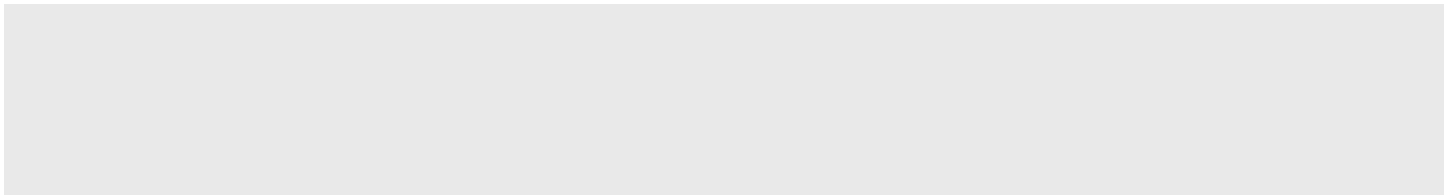
What social media do they use?



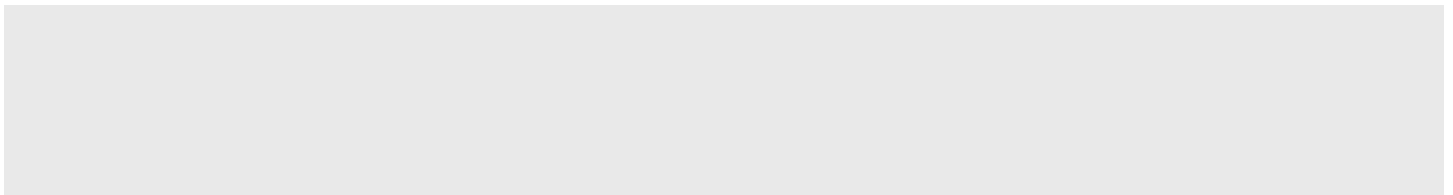
What Facebook groups do they belong and who do they follow on social media?



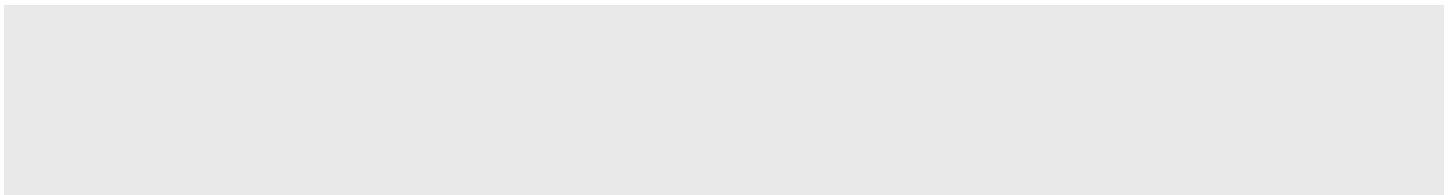
Why do they follow those accounts?



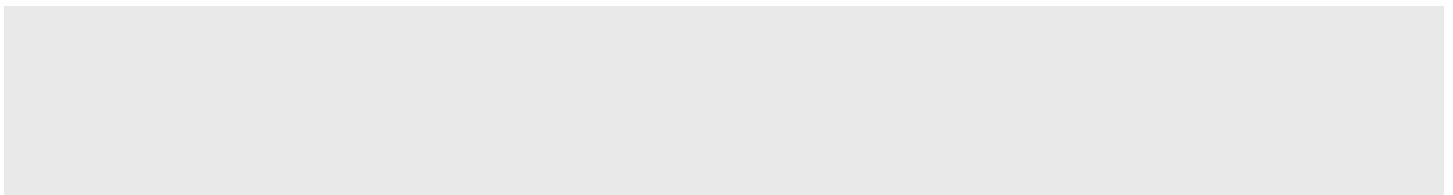
What do they like to do on weekends?



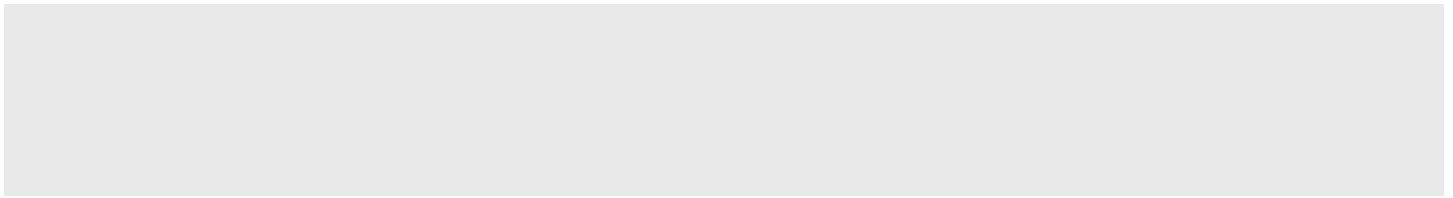
What are their hopes and dreams for the future?



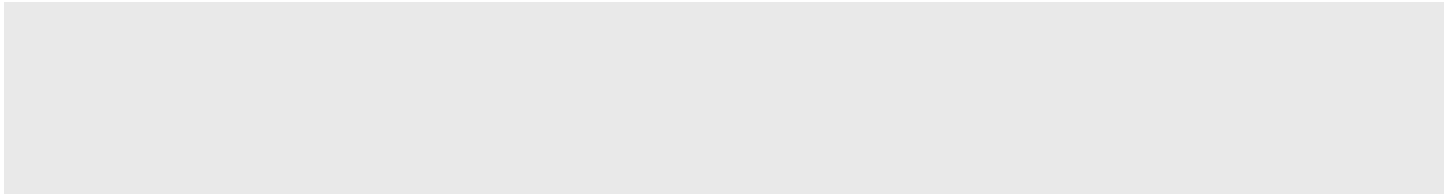
How do I want them to feel about my product?



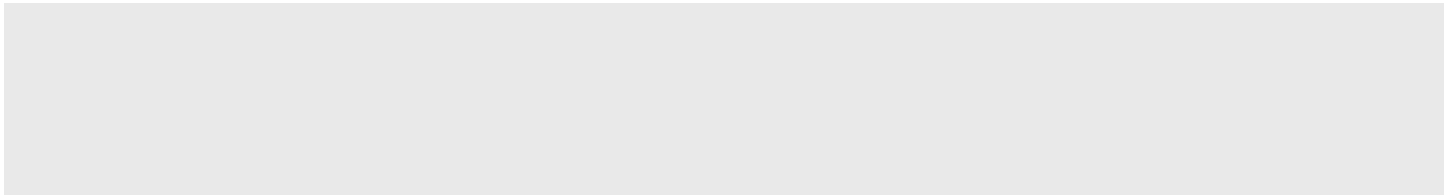
What is their work ethic like?



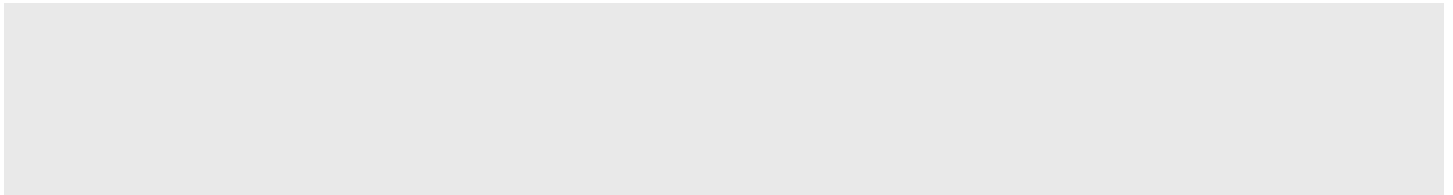
What was their childhood like?



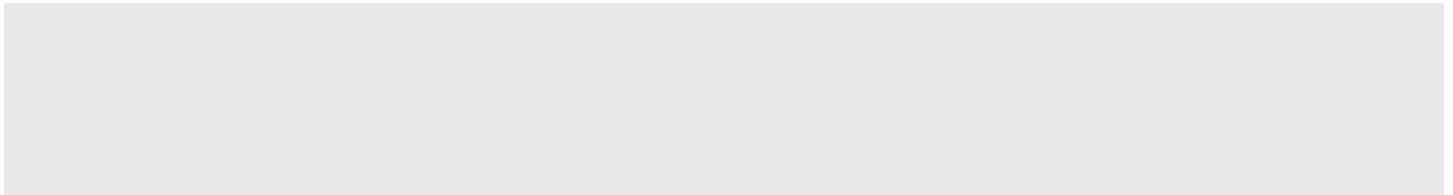
What do they like to wear?



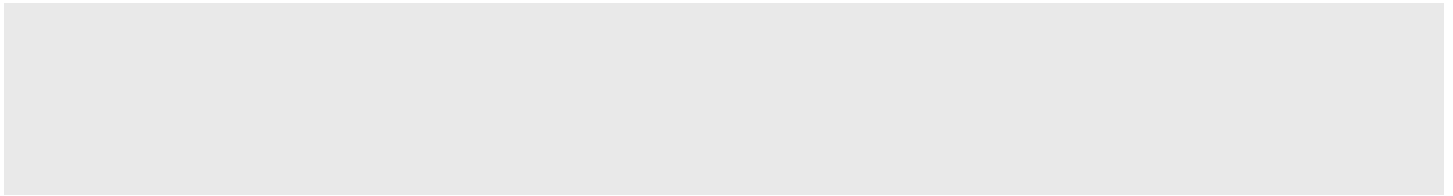
What are their politics like?



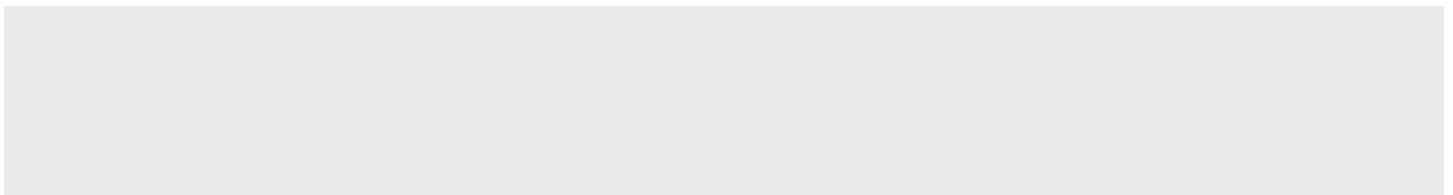
What other areas of their life do they struggle with?



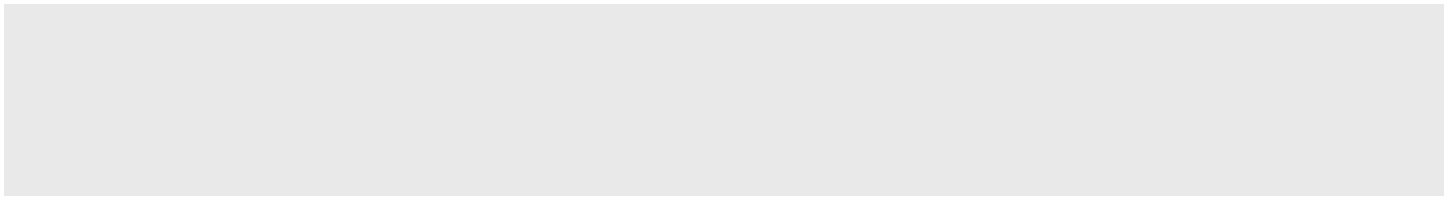
What questions are they embarrassed to ask?



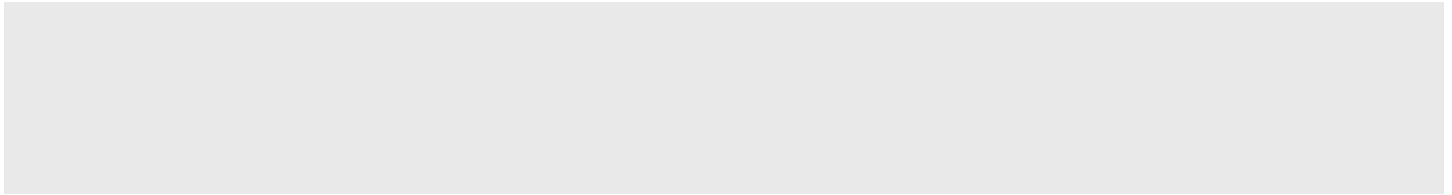
Where do they shop?



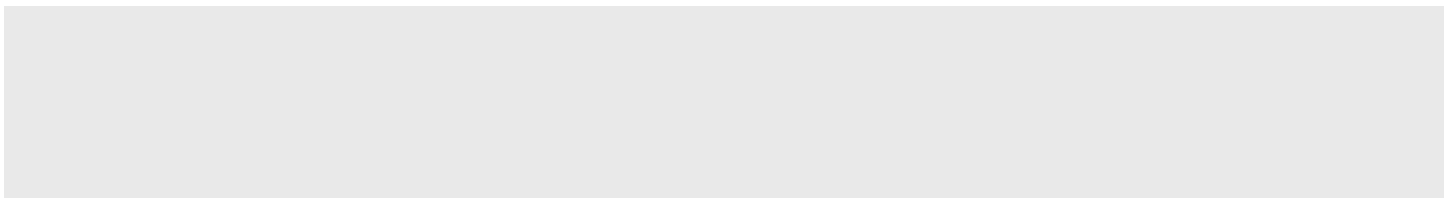
What stores do they *want* to shop at?



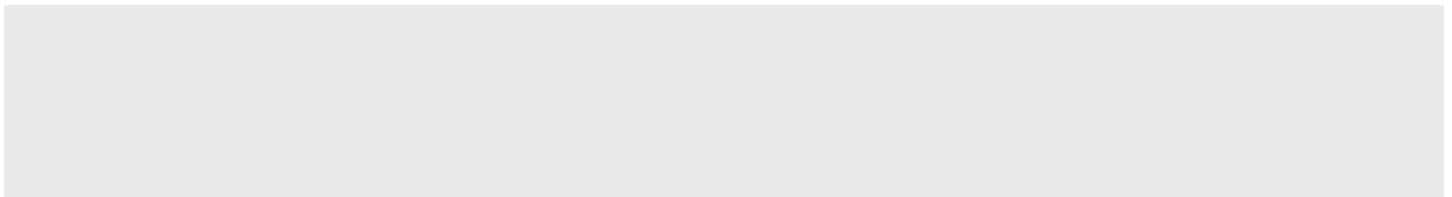
What are they responsible for?



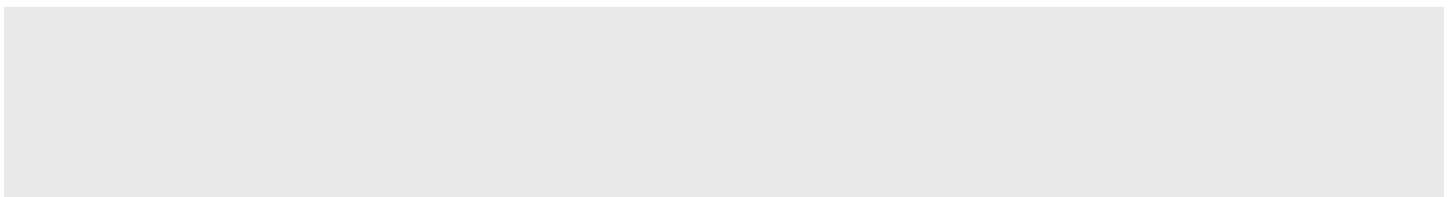
Do they feel as though they deserves luxuries?



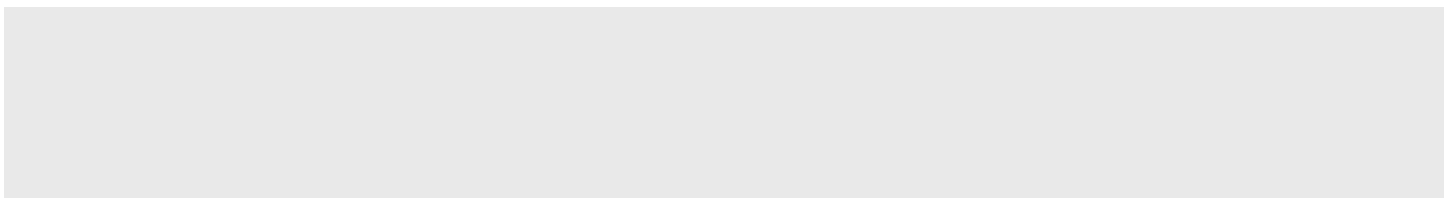
What type of clothes do they typically wear?



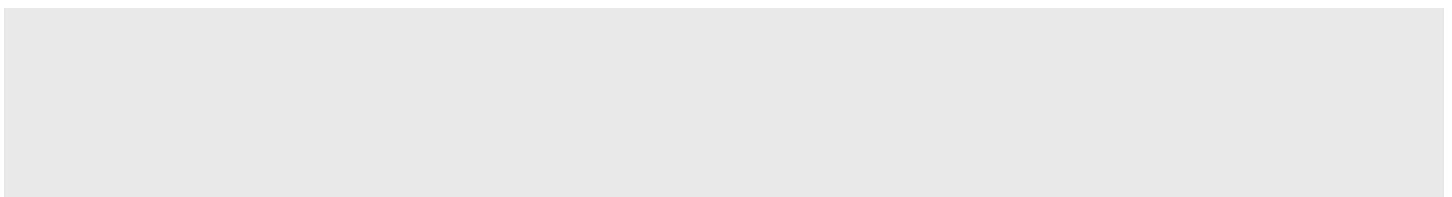
Do they feel confident?



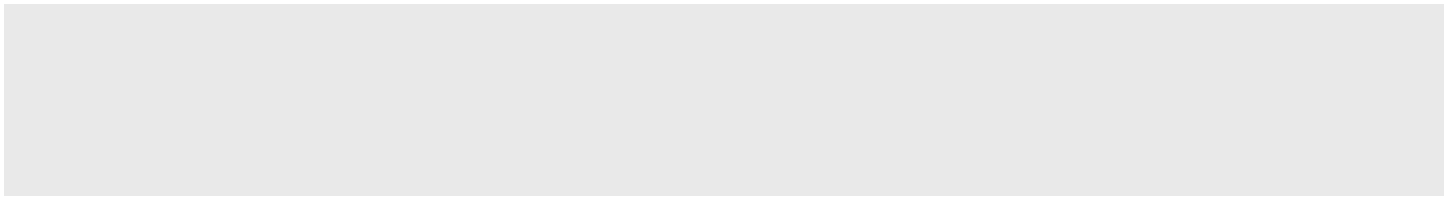
What experience can you create for them?



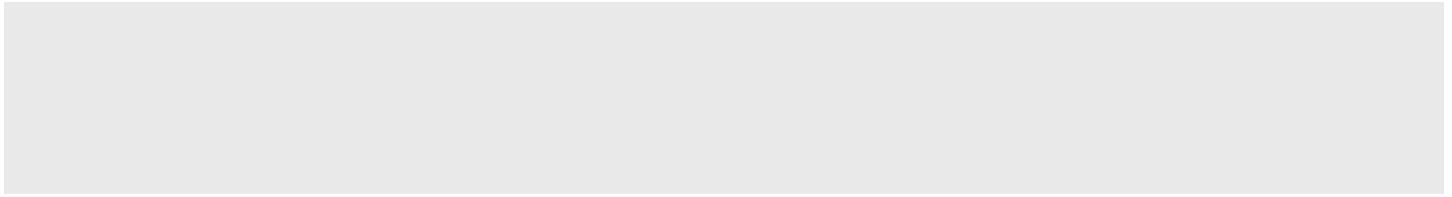
How can you help them feel?



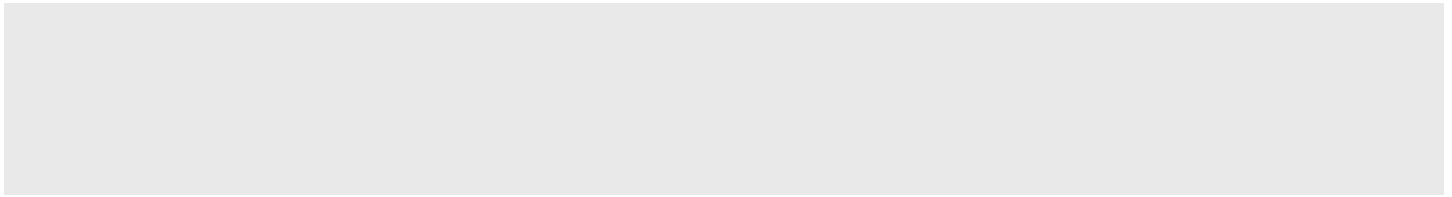
How valuable is time for your customer?



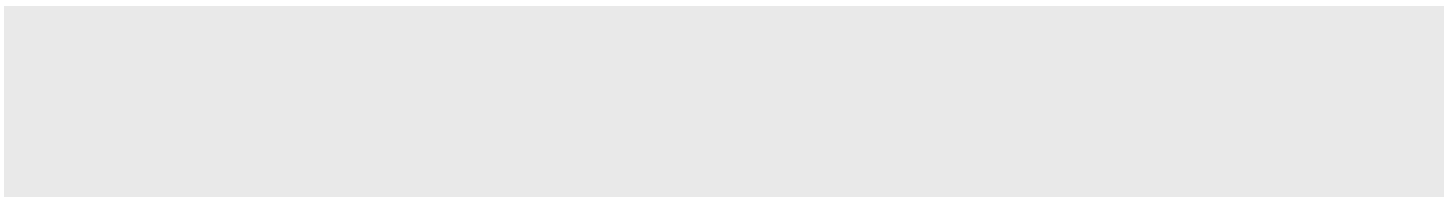
What problem do you solve (what are you REALLY selling)?



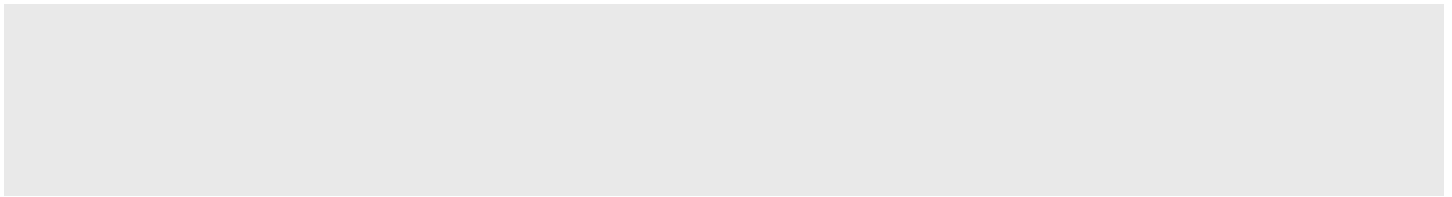
What specific things do you help people achieve?



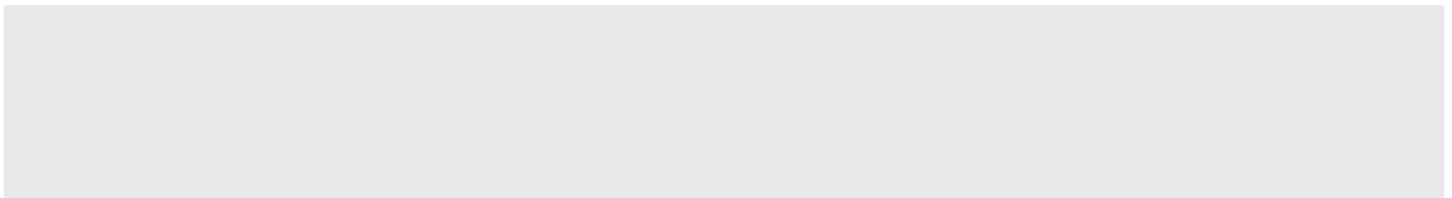
What are their aspirations for their future?



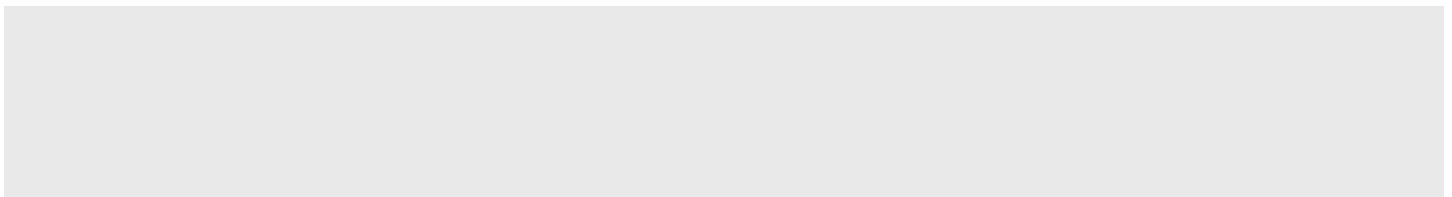
What fears do they have that you can help diminish?



What do they like to watch on TV, or what did they watch when they were growing up?



What type of music do they like?



What type of restaurants do they frequent?

How confident are they?

How busy are they?

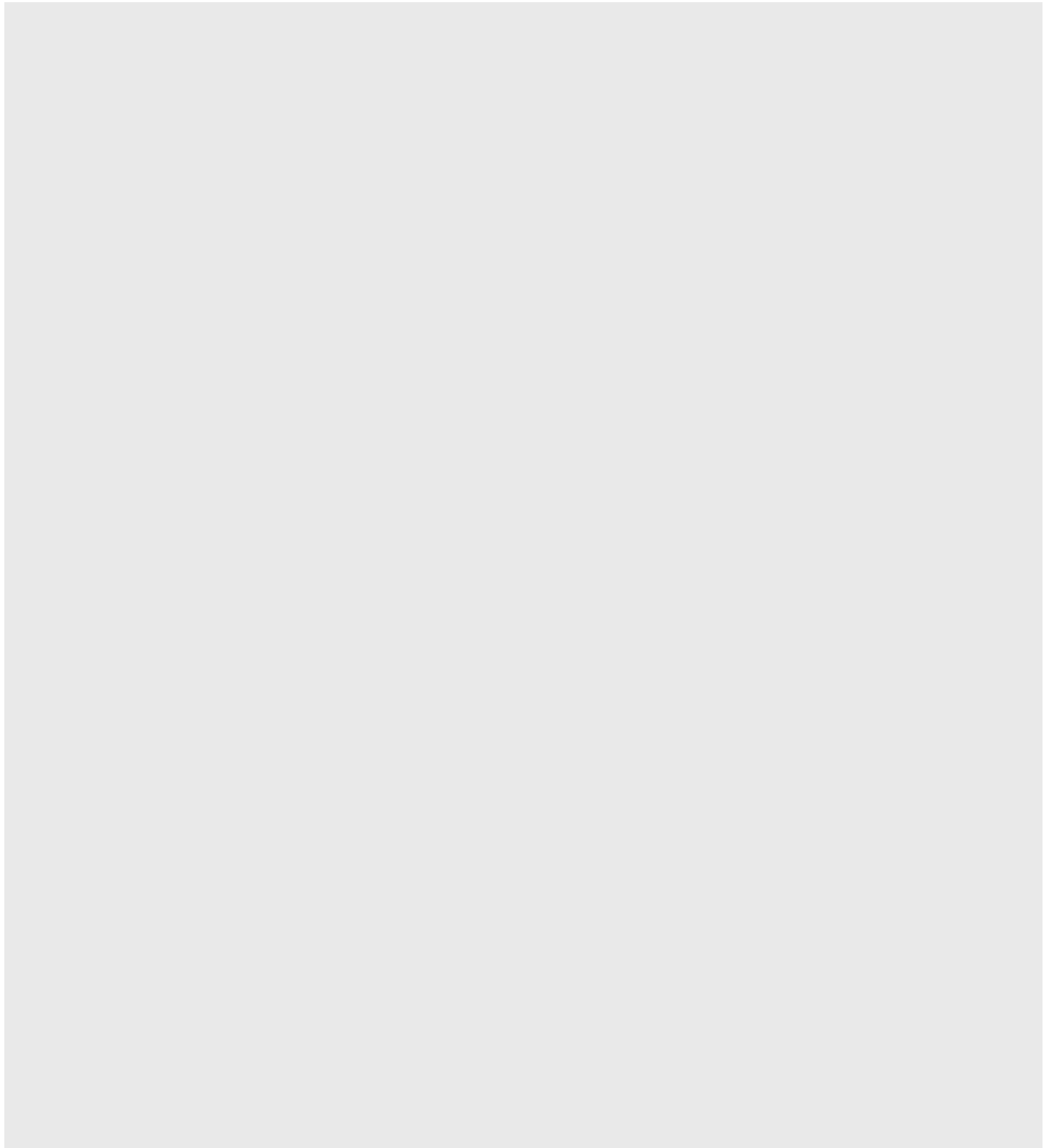
How would their friends describe them?

What adjectives describe them?

- |                 |             |
|-----------------|-------------|
| • Friendly      | • Pragmatic |
| • Formal        | • Inviting  |
| • Quirky        | • Aloof     |
| • Trendy        | • Trusting  |
| • Conventional  | • Skeptical |
| • Modern        | • Outgoing  |
| • Classic       | • Quiet     |
| • Passionate    | • Organic   |
| • Laid back     | • Techy     |
| • Creative      | • _____     |
| • Functional    | • _____     |
| • Rule follower | • _____     |
| • Rebel         | • _____     |
| • Dreamer       | • _____     |

**2. BONUS: Write a story about your avatar to help you really understand him/her.**

*Example: My avatar's name is Heather and she is 44 years old. She lives in Kansas City and she works part time at a dental office. She is married and has 3 kids. One starts college this fall, while the other two are still at home. She loves to travel and dreams of being able to go to Paris some day.*



# Are you feeling overwhelmed?

To be successful, you need is a bullet-proof strategy and a system that works for the long haul, without pulling you under with tasks.

The good news? I offer affordable coaching packages where I will work with you, 1:1, to get your marketing humming along in a way that's not complicated, overwhelming, or smarmy. Let's make your marketing less stressful and more successful!

Visit <https://janicehostager.com/coaching-packages> to learn more!

