



BUYER PERSONA GUIDE

UNDERSTAND YOUR CUSTOMERS SO YOU CAN
COMMUNICATE WITH THEM EFFECTIVELY

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Introduction

What are Buyer Personas?

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

Depending on your business, you could have as few as one or two personas, or as many as 10 or 20.

How can we use them?

At the most basic level, personas allow you to personalise or target your marketing for different segments of your audience. For example, instead of writing generic content for clients across all sectors your business operates in, specific marketing content can be targeted at key decision makers in a more relevant and personalised way. This results in much better quality content that engages prospects and adds value.

How can we create buyer personas?

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

- Interview existing customers to discover what they like about your product or service.
- Look through your contact database to uncover trends about the type of people you work with, common denominators etc.
- Get your sales teams feedback on the leads they are interacting with most. (Who are the key decision makers? What questions do they ask? What are their challenges? What are they interested in?)



Buyer Persona Worksheet

It may be helpful to think about specific prospects that you want to engage with, or clients that you would like to 'clone' – i.e. to get more of – when you complete this exercise.

The aim is to generalise where possible, otherwise you could end up creating personas for every single client or prospect you come in contact with!

Grouping personas into various stages of the sales cycle could offer valuable insights. For instance, you could categorise individuals you initially interact with, who might be in the exploratory phase regarding your company or considering it as an option for others. Another category could encompass individuals attending initial meetings and presentations—those who ultimately endorse working with your business. Lastly, there are the pivotal decision makers who determine whether to engage with your company, either giving their approval or opting not to proceed.



Section One - Who?

Persona Name

[give them a name that identifies this group of clients / prospects]

Sector

[what industry / sector do they work in?]

Background

[Job title, Career path, Family – this info can help us personalise content]

Demographics

[Gender, Age, Income, Location]



Section Two - What?

Goals

[Company goals & Professional goals]

Challenges

[What challenges do they have that relate to your company's services or products?]

What can you do?

[How can you help the persona achieve their goals and overcome their challenges?]



Section Three - Why?

Common objections

[What reasons might this persona give for not working with your company?]

Common motivators

[What reasons does this persona give for working with your company, or a competitors?]



Section Four - How?

Conversion messages

[What things does your company say that the persona engages with?
I.e. think about existing clients and what they say they like about your company, your people, and your product / services?]

Added value

[What can your company do for this persona to add value, go above and beyond and differentiate your product / service from competitors?]



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