

I'm Your Ideal Customer



WHO AM I?

MY PAIN POINTS



MY ASPIRATIONS/MOTIVATIONS



MY FEARS



WHAT I WANT/NEED FROM YOU



HOW TO REACH ME



Target Market Persona

WHAT IS A TARGET MARKET PERSONA?

Target Market Personas are short but insightful representations of the ideal customer or audience you want to reach. It details demographics, pain points, fears, motivations, and how you can uniquely help them. Base it on real people and real feedback, not just guesses.

WHY CREATE ONE?

With deeper insight into what ideal buyers need, want, think, fear, aspire to, and where to find them, you can grow your business easier, faster, and more successfully. Creating better products and services and writing attention-grabbing marketing messages will help you SELL MORE.

HOW TO FILL OUT YOUR PERSONA PROFILE

Who Am I? Box – This is where the most important Demographic Data goes. Title, Company, Industry, Size? Company Growth Stage? Is the company at a pivot point? What is the sales process? Who else may be involved?

My Pain Points Box – List their big challenges, needs, and wants. What problems do they wish someone could take off of their desk? What pressure are they under? What is standing in their way of success?

My Fears Box – At the end of every sales transaction, B2B or B2C, is a human being who buys based on emotion. What could happen if they don't solve their problem? Lose money? Get fired? Lose people? Embarrass themselves? Get passed over for promotion?

My Aspirations/Motivation Box – If you could solve their problem, how would they feel? What are their goals? What experiences thrill them? Who do they admire?

What I Want/Need From You Box – How can you uniquely solve their problem? What products or services can you offer? What information do they need? List not only what you can sell this person but also valuable information you can share to gain their trust.

How to Reach Me Box – Where does this person hang out? Associations, events, tradeshows, blogs, or social media channels. Who influences them? What do they read? Listen to? Groups they participate in?

ONCE YOUR TARGET MARKET PERSONA IS DONE, HANG IT IN YOUR OFFICE!

LOOK AT IT EVERY DAY TO REMEMBER WHO YOU SERVE.

No matter what you are doing ask yourself, "Would this person LOVE this?" If not, start over.

