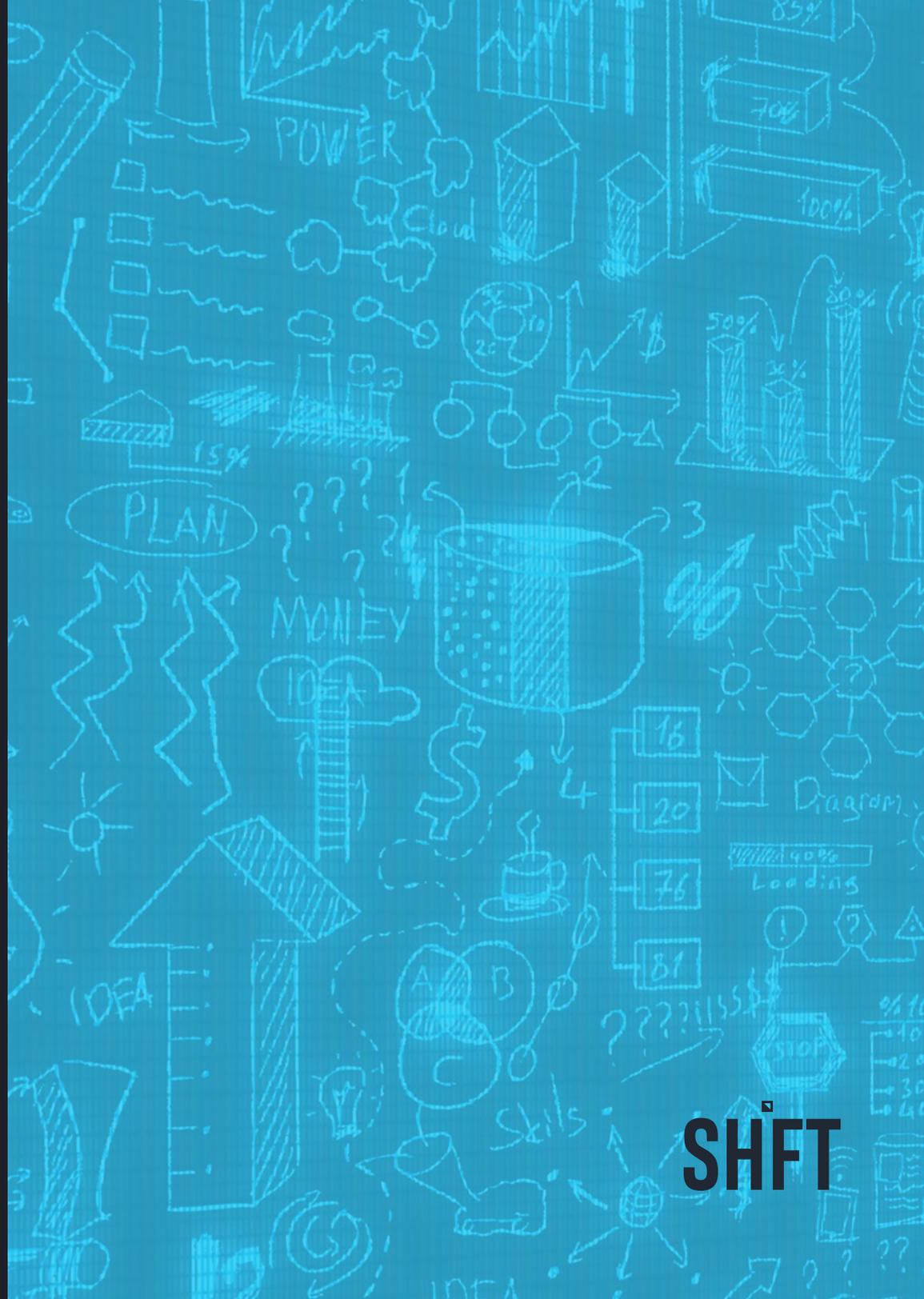


SIMPLIFY YOUR MARKETING

# Buyer Persona Template

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DEFINE YOUR TARGET MARKET



**SHIFT**

# What is a buyer persona?

A great marketing foundation starts with a simple question: who am I trying to reach? Knowing your target market will help you to shape your marketing message to attract and convert those who are most likely to buy your product or service. That's why you need a buyer persona — a fictional representation of your ideal customer.

A buyer persona will help you understand your customers and prospective customers better, and make it easier for you to tailor content to their specific needs, behaviors, and concerns.

The best buyer personas are based on market research as well as insights you gather from your actual customer base. You may have more than one buyer persona, depending on the size and focus of your company. At the very minimum, start with one — it will help you get in the habit of using a buyer persona to develop your content and marketing materials.

# What is a negative persona?

A negative, or exclusionary, persona is the exact opposite of a buyer persona. Whereas a buyer persona is a representation of your ideal customer, a negative persona is a presentation of who you don't want as a customer.

It's important to develop a negative persona. Oftentimes business owners get caught up in a sale and miss the red flags of a bad client. A negative persona helps you evaluate each potential customer to see if they will be a good fit.

Imagine being able to catch potential customers who are too expensive to acquire, or who have a propensity to churn, or students who are engaging with your content only for a class research project, before you expend time and energy to sell them something they will never buy.

That is the power of the negative persona.



# How do you create buyer personas?

Buyer personas are created through research, surveys, and interviews of your target market and your current customer base. Follow these steps to gather information and fill out your buyer personas:

## STEP 1: RESEARCH

You likely already have a wealth of information about your target market in your current customers. Here are a few places to start:

- Look for trends in your current customer base / those who already consume your content
- Ask your sales team about the leads they are interacting with most
- Review the analytics on your website

Ideally, look for trends in the following categories:

- Demographics (age, gender, location, education)
- Company (size, revenue, industry)
- Role (job title, skills, tools used, team)
- Challenges (pain points, solutions they are looking for, technology used)
- Social (platforms used, publication/blogs read, associations)

## STEP 2: INTERVIEW

Go a step further and interview 3-5 current customers, prospects, referrals, or third party networks to dig deeper into your target audience. Some questions to ask include:

- 1) What is your job title?
- 2) How is your job measured?
- 3) What does a typical day look like?
- 4) What skills are required to do your job?
- 5) What knowledge and tools do you use in your job?
- 6) Who do you report to? Who reports to you?
- 7) What does it mean to be successful in your role?
- 8) In which industry does your company work?
- 9) What is the size of your company?
- 10) What are your biggest challenges/pain points?
- 11) What publications or blogs do you read?
- 12) What associations and social networks do you participate in?
- 13) Ask for their demographic information.





**PERSONA NAME**

Job Title: \_\_\_\_\_

Job History: \_\_\_\_\_

Education: \_\_\_\_\_

Family (marital status/children): \_\_\_\_\_

## **BACKGROUND**

Gender: \_\_\_\_\_

Age: \_\_\_\_\_

Income: \_\_\_\_\_

Location: \_\_\_\_\_

## **DEMOGRAPHICS**

Demeanor: \_\_\_\_\_

Communication Preference: \_\_\_\_\_

Likes : \_\_\_\_\_

Dislikes: \_\_\_\_\_

## **PERSONALITY**





**PERSONA NAME**

Industry: \_\_\_\_\_

Size: \_\_\_\_\_

Tools they use: \_\_\_\_\_

Typical Day: \_\_\_\_\_

**COMPANY**

How can we help them achieve their goals: \_\_\_\_\_

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**HOW WE HELP**

How can we help them overcome their challenges: \_\_\_\_\_

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Common objections to your product/service: \_\_\_\_\_

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**OBJECTIONS**

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**PERSONA NAME**

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**REAL QUOTES**

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How will you describe your solution to your persona: \_\_\_\_\_

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**MESSAGING**

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How did they find us: \_\_\_\_\_

How will they contact us: \_\_\_\_\_

**METRICS**

What will grab their attention: \_\_\_\_\_

What would stop them in the sales cycle: \_\_\_\_\_





**PERSONA NAME**

Job Title: \_\_\_\_\_

Job History: \_\_\_\_\_

Education: \_\_\_\_\_

Family (marital status/children): \_\_\_\_\_

## **BACKGROUND**

Gender: \_\_\_\_\_

Age: \_\_\_\_\_

Income: \_\_\_\_\_

Location: \_\_\_\_\_

## **DEMOGRAPHICS**

Demeanor: \_\_\_\_\_

Communication Preference: \_\_\_\_\_

Likes : \_\_\_\_\_

Dislikes: \_\_\_\_\_

## **PERSONALITY**





## NEGATIVE PERSONA NAME

### COMPANY

Industry: \_\_\_\_\_

Size: \_\_\_\_\_

Tools they use: \_\_\_\_\_

Typical Day: \_\_\_\_\_

### HOW WE HELP

How can we help them achieve their goals: \_\_\_\_\_

\_\_\_\_\_

How can we help them overcome their challenges: \_\_\_\_\_

\_\_\_\_\_

### OBJECTIONS

Common objections to your product/service: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





## NEGATIVE PERSONA NAME

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## REAL QUOTES

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How will you describe your solution to your persona: \_\_\_\_\_

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## MESSAGING

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How did they find us: \_\_\_\_\_

How will they contact us: \_\_\_\_\_

## METRICS

What will grab their attention: \_\_\_\_\_

What would stop them in the sales cycle: \_\_\_\_\_





# Evaluate Your Brand

Take your content to the next level with one of our monthly content strategy plans. We'll work together to lay out a full content strategy you can implement to generate leads and land clients with your content.

## Brand Messaging Evaluation - \$300

Get a professional brand developer to review the tagline and summary you wrote and offer suggestions to make it better. Includes:

- Consultation - 1 hour
- Review of the answers you submitted in this guide

## Full Brand Evaluation - \$600

I will look over your website, logo, social media platforms, and any marketing materials you send me and tell you:

- What I believe you do (i.e. is your brand message clear)
- The feelings your brand gives off (i.e. are you creating the right feeling)
- What sets you apart from your competition (i.e. is your competitive advantage clear)
- A description of your target market (i.e. is your brand targeting the right people)

Email us at [jason@shft.marketing](mailto:jason@shft.marketing)





# Time for a SHFT

SHFT is a marketing powerhouse, helping businesses large and small solidify their brand and position in the marketplace, develop a strategy to generate more leads, and offering the deliverables to make it all happen.

We are owned by Jason Vana, a marketing executive with over 18 years experience building brands who have experienced success, but are ready to go to the next level of growth. He has turned nobodies into the preferred brands in their industry, optimized sales and marketing pipelines, and increased revenue double to triple fold.

Businesses who are ready for exponential growth turn to us to make their SHFT happen.

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**SIMPLIFY YOUR MARKETING**

