

Consulting gives her the flexibility she's looking for

Dawn

Daughter in college (and still on the insurance plan)

What are buyer personas?

★ Loves to listen to the radio while driving

Coaches basketball

Helping parents find a better place to live

# What are buyer personas?

Buyer personas are like painting pictures of your ideal customers, to help you determine which of your existing customers fit — and which don't. Plus, they help you target and reach perfect new prospects!

Learn more about creating personas by downloading our [FREE eGuide](#). Then get started building yours on the following pages, saving a completed copy to your local server or desktop.

## Persona Name:

Give your persona a name!

**INCLUDE A REAL OR STOCK PHOTO TO HELP EVERYONE ENVISION THE SAME PERSON.**

To insert an image:

- Click within the outlined image field.
- In the dialog window, click browse to upload your own image.
- PDF, JPG, PNG or TIF files may be inserted.
- If using Adobe Reader, version XI or later is required.

WHO	
<p><b>BACKGROUND</b></p> <p>Job? Career path? Family?</p>	
<p><b>DEMOGRAPHICS</b></p> <p>Male or female? Age? Income? Location?</p>	
<p><b>IDENTIFIERS</b></p> <p>Demeanor? Communication preferences?</p>	
WHAT	
<p><b>GOALS</b></p> <p>Primary goal? Secondary goal?</p>	
<p><b>CHALLENGES</b></p> <p>Primary challenge? Secondary challenge?</p>	
<p><b>WHAT CAN WE DO</b></p> <ul style="list-style-type: none"> <li>— To help our persona achieve their goals?</li> <li>— To help our persona overcome their challenges?</li> </ul>	

**Tip**

You can find the information below by administering online surveys of your target audience.

**Tip**

Conduct interviews with your target audience to learn about their goals and challenges in more detail.

WHY	
<p><b>REAL QUOTES</b></p> <p>About goals, challenges, etc.</p>	
<p><b>COMMON OBJECTIONS</b></p> <p>Why wouldn't they buy your product/service?</p>	
HOW	
<p><b>MARKETING MESSAGE</b></p> <p>How should you describe your solution to your persona?</p>	
<p><b>ELEVATOR PITCH</b></p> <p>Sell your persona on your solution</p>	

**Tip**

Identifying common objections will help your sales team be better prepared during their conversations.

**Tip**

Establishing your messaging prepares your entire organization to convey the same message.

# Personify your customers.

---

Creating personas is the first step in building a successful brand strategy and messaging framework to keep your marketing initiatives and campaigns right on target.

Once you've developed personas unique to your business, we can help you get started defining and refining your brand story.

**GET IN TOUCH**

425 454 0101  
GAcreative.com

Contact us >

