



DIY: Buyer Persona



A buyer persona is a fancy word for your ideal customer.

Not everyone is a good fit for your product or service and that's okay.

The goal is to market to people who are. Your people.

To grow you need to have a deep understanding of who your customers are.

Buyer personas are a fictional representation of your ideal customers based on data, interviews, and frankly your gut instinct.



When you define your ideal customer or client, you know who you're talking to.

Knowing your audience will help you focus your messaging, tailor marketing efforts, and guide product development whether you're offering services or selling a product. And over time, you'll be able to attract customers who are looking for exactly what you offer.

It isn't one size fits all. The answer is, it depends. You can have as few as one or as many as twenty. But it's best to start small. You can always add more later if needed. I started with just two — the Marketers (marketing directors and brand managers) and the Leaders (entrepreneurs, presidents, CEOs).

It's also essential to explore the type of customer you don't want. For example, this could include someone too inexperienced or junior for your product or service. Maybe you're a non-profit, and your audience is seasoned at fundraising already but looking to take their efforts to the next level. Someone who is just starting out wouldn't be your ideal client.



OK, now we know how vital buyer personas are. How do we go about creating one? Here are a few great ways to get started with your buyer persona:

SURVEY SAYS...

Ask your current customers to take a survey or poll, keep it brief though, too long, and they won't fill it out. I found this out the hard way. I created a fabulous 10 question form that included all my burning questions. But guess what, no one had the time to fill it out. So instead, I'm pivoting and trying a question-a-month approach through my email newsletter and creating polls on social media.

MINE YOUR DATA

Review your contacts database to see how your audience finds and consumes your content. This could be in your social media or email marketing metrics.

Look for things like how your audience is viewing your newsletter. Is it on a mobile device or a desktop? Does your LinkedIn audience seem to find your blog posts more easily than they do on Facebook? How can you leverage what's going right and improve on what's not working?

For demographics and personal information, look through your contacts

social media to find commonalities. If you're new you could also join a Facebook group of the people you're trying to target to get insider information on what their pain points are.

COLLECT DATA IN YOUR CONTACT FORM

Use your contact form on your website to capture data — like company size, challenges their facing, and demographics.

TAP YOUR SALES TEAM

Another great resource is your sales team. Ask them for feedback on the leads they're interacting with the most. Do they have anything in common?

MAKE A CALL

Schedule an old-fashioned phone call with some old co-workers or clients and interview them.

GOOGLE IT, OR ASK CHATGPT

Do a google search on the common challenges your ideal client faces. You'll find lots of industry articles outlining all the information you're researching. Or you could also ask ChatGPT or Perplexity

And remember, don't just talk to your best customers either, be willing to speak with those who are unhappy with your product or service. Doing so can lead to identifying areas for improvement.



Name:

Background Info:

Job?

Career Path?

Family?

Lifestyle?

Age?

Income?

Family?

Interests?

Your Notes:

Goals & Challenges

What are their goals? What does this person struggle with in relation to meeting their goals?
What kind of obstacles are in their way?

How Can We Help?

How can we help our persona achieve their goals? How can we help them overcome obstacles?

Identifiers

What are our persona's communication preferences?
Social media? Email? Snail mail?

Real Quotes

What do your buyer persona's say about their struggles?

Personality Traits

Introvert? Extrovert? Adventurous?
Outdoorsy? Brands they trust?

Bumper Sticker

Sell your persona on your solution,
in a sentence or a just few words.

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