

Fast Track Implementation Plan

Tactic: Persona

Define and talk to the exact targeted client, to increase conversion with the same dollar spent on marketing



What is 'Persona'?

A 'Buyer Persona' (also referred to as the 'Customer's Avatar, 'in short: 'Persona' or 'Avatar') is a fictional representation of your ideal customer. It is based on real data about customer demographics and behavior as well as informed speculation about their personal histories, motivations and concerns. The Persona captures the type of person with an incredible need for your product and a love for your company; the person who will remain a loyal client and share their enthusiasm about your business with all of their friends. The description of your Persona includes your target audience's fears, problems, stumbling blocks and favorite places.

You develop the Persona based on your real knowledge of your customers, crafted from specialized interviews you conduct with your real buyers.

Why 'Persona'?

The Persona helps you address the right people, in the right way, in the right place. You will target your potential customer so well that you will dramatically reduce wasteful spending on ineffective marketing.

You develop Persona to identify the forms of messaging which will convert the right people into leads, and leads into customers. This technique is becoming common best practice, especially in online marketing.

You will be able to:

- Better define your targeted customer;
- Determine what kind of content / message you need to create;
- Set the tone, style, and delivery strategies for your content;
- Understand where your potential customers (buyers) are and how to deliver your information for better reach and consumption.

Fast Track Implementation Plan on 'Persona'

During this Fast Track Implementation Plan, you will be building 2–3 Personas for your product / service / solution, based on:

- Your existing information about the characteristics, problems, needs, dreams and behaviors of your customers;
- Information collected during interviews you will be performing with your customers.

The result of this process will be such a detailed description of your Personas that they will get a name and a picture each!

You will develop your customers' buying journey map, and you will have a rock solid foundation for targeted marketing content.

Action 1 - Identify the real people behind your Persona

Responsible: _____
(business owner)

Cost: zero

Time: **10** min

Step 1 Write down one product / service / solution (called 'Solution' from now on) you want to work on during this exercise.
Note: You will have to repeat this exercise for all your types of Solutions.

Your Solution: _____

Example: Smart Online Sales Bootcamp™ (this is the Solution sold by Tooliers®)

Step 2 List 10 customers you sold to recently (if you sell B2B*, list the name and position of the person from each company that bought from you as well as the company name):

*[*B2B stands for Business to Business; i.e. selling to businesses as opposed individuals]*

- 01 _____
- 02 _____
- 03 _____
- 04 _____
- 05 _____
- 06 _____
- 07 _____
- 08 _____
- 09 _____
- 10 _____

E.g.: John Smith, Owner of ABC Company Inc.

**If you have challenges in listing 10 customers,
you need the Fast Track Implementation Plan on Client Knowledge.**

Step 3 Pick the best customers from the list in step 2. Choose two customers that you would most prefer to serve again. Use any of the following reasons to make your choice (use whatever makes the most sense for your business):

- Most profitable
- Least work involved to serve them
- Easiest / quickest to acquire
- Biggest problem to solve
- They love your Solution
- You simply like them
- Other _____

Step 4 Finish this sentence:

'My ideal customers are _____ and _____.'

[Enter the names of your two best customers from the 10 existing customers listed in step 2. Write down their real names. If you sell B2B, write the name of the person who made the decision to buy your Solution and the company name.]

Now you know two specific ideal customers. You want to attract more of such customers.

Next you will be identifying characteristics of the customer you want to attract, by keeping in mind the two specific customers from step 4.

Action 2 - Start developing your Persona

Step 1 Describe the two customers selected in the previous step, by filling in the information in the table below.

Responsible: _____
(business owner / marketing person)

Cost: zero

Time: **20** min

Characteristics	Name of Customer 1: <i>[enter name]</i>	Name of Customer 2: <i>[enter name]</i>
BACKGROUND: <i>Basic details about Persona's role</i>		
Key information about the Persona's company		
Industry (if B2B)		
Relevant background info, like education, hobbies, sports		
DEMOGRAPHICS or FIRMOGRAPHICS:		
Gender		
Age Range		
Income / Revenues (B2B)		
Geographic location		
Urbanicity <i>(urban, suburban, or rural)</i>		
How they spend their free time		