

DEFINED CUSTOMER PERSONA



Brenton Way

It's important to define who your buyer is. It is the first step in planning out your strategy to effectively reaching them.

SHAY BONFIL,
HEAD OF GROWTH

“**WHO IS
YOUR
AUDIENCE?**”

1

You won't know if your service/product(s) will hit the mark.

2

Your potential clients won't hear you speaking their language.

3

The right people for your business won't know you're talking to them.

4

You might attract the wrong buyers who are difficult to deal with.



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“Everyone is my customer.”

aka

“I don't know who my customer is”

1

Unfortunately, **not everyone** wants what you are offering

2

Always imagine the customer is comparing you **to your competitor.**

Defining your client persona won't limit your success. It helps build your initial foundation of your business.

But this will be the catalyst to building new Personas that will refine your customers pain points.



**COMMON
OBJECTION**
NO.

**“I don’t have just
one type of client.”**

aka

**“I want to decide
who my client is”**

Sorry to break it to you, but you don't define who your client is, the market does.

*When we
start our
research, we
imagine 1
person who
benefit from
your service*

*The one perfect
person who
wants what you
have..*

*And thats key
to attraction*

*And focused
messaging.*

Your message is more personal and convincing. It's easier to write to a specific person rather than to a general audience. It also helps your business connect better with your customers.



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“Instead of dealing with real people, we make them up?”

You can use your “perfect” faux customer as a framework for figuring out who your DCP is.

If you don’t “have” highly perfect client yet, this is where you must get creative and figure out what it is you want from your relationship with your clients.

If you don’t know yet, this is when you have to get creative and figure out your relationship with your client. In the end it will be worth your time because your marketing message will be precise and attract only the clients that resonate the most with your business.

Here are some pointers for developing a creative message:

Critically think how your business will benefit them

How can you provide them with satisfaction?

Relate with customers on an emotional level



And lastly...

"I'm not really fixing a 'pain point'."

Just because your product is enjoyable, a novelty, or say meant to be enjoyed, you are still solving a person's painpoint.

A pain point is just a dissatisfaction or a profound longing behind everything we buy.

Feelings are coupled with needs and wants.

It's your job to address them together. Rather than saying "Are you tired from not having an amazing home-cooked meal?"

You should say,
"You have gone long enough without this, now you can change that."

You're talking to real people with real fears, real goals, and real emotions.

Understanding this will allow you to connect with them on a deeper level

Making your business more successful.

Anyway, let's get started!

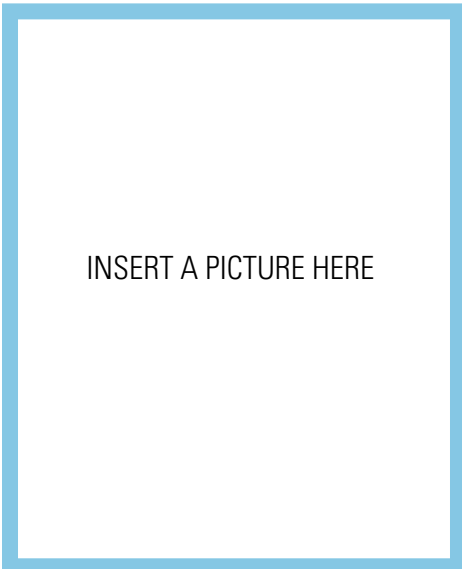


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CREATING YOUR DCP

Think about your very best, perfect, ideal clients.



INSERT A PICTURE HERE

The ones you actually want to work with. What are the similarities?

If they sound different, find one main thing.

If you could have clones of just one client, that's the one you want to imagine when you're filling out this worksheet.

If you don't have one yet, you can make one now.

Who would you like to work with everyday?

The more in-depth about their persona, the better.

This includes age, salary, sexual orientation, marital status, industry, and location. This will lead you to their perspective, values, convictions, way of life, interests, and so on.

Paint a vivid and complete picture.

Give your person a name, a full personality, and try to use a picture of a real person that you think looks like your avatar for visual.

(A picture of a real human sometimes makes it easier to finish this worksheet.)



Let's get connected with your Defined Customer Persona

This is the beginning. Take your time with these questions, and sometimes there is no right or wrong answer. Portray this person so well that you can, feel their emotions, excitement, and painpoints.

You need to know them personally.

What also helps is if you imagine yourself as them, interviewing to use your product/service.

Be them!

(And, obviously, like them.)

Her/his name:

Age/gender:

Hair color/eye color:

Marital status/children:

Where they live:

Annual income:

Occupation:

Core beliefs:

Favorite books, music, TV shows, or podcasts:

Magazines they read:

Blogs they follow:

What conferences or events do they go to?

What do they do when they're not working?

Who do they look up to?

What writers, speakers, authors, or experts do they follow?

What brands do they love?

Hobbies/guilty pleasures?



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➔ WORKSHEET | Defined Customer Persona

Next you get to become your **Defined Customer Persona.**

➔ Take a walk in their shoes. Look at life through their eyes

What feelings do they have the moment they are going to purchase your product/service?

What are they saying or thinking to themselves in their mind?

What specific words and expressions would they say?

What journey would they say they are going to have?



This is where you will write down everything that bothers your avatar. Write it as if its something your avatar would say.

Go in-depth to their emotional bias and find things they wouldn't say in front of an audience.

Write your answers is if you were in their place.

Note: These questions will help identify with products that result in a particular outcome.

Keep in mind every person has dreams, life objectives, and desires, whether they identify with what you offer or not. Each person needs to feel, be seen, heard, and understood. Empathy-based promoting focuses on the entire person you are serving, not just their wallet!

→ Answer these questions as your Defined Customer Persona would. Be genuine.

What do you dread might be true about your life, either as it identifies with the products you're going to purchase or to your overall, at this very moment?

What do you stress over? What keeps you up at night?

What stuff do you avoid in your life because it triggers big fears?



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➔ WORKSHEET | Defined Customer Persona

What's the most dire outcome imaginable tied with your life circumstance—the one dread that keeps you up at night?

What do you dread might happen if things in your life continue the way they are, or happen to get worse?

Where will you lose power, impact, and control in your life if things don't change or get worse?

If money was not an issue, what brand or sort of stuff would you buy to take care of this issue?

What do you wish organizations/brands/suppliers in this industry understood about you?

➔ Answer these questions, again as your Defined Customer Persona.

Keep in mind, you want to answer these as if you are the client.

What do you subtly wish was true about your life circumstances, either as it relates to the stuff you're going to purchase OR in your life when all is said and done?

What's the one almost unimaginable thing that you'd pay practically anything for?

If this fantasy item could show up and make your dreams come true, how might that story go?

How would others react to you if you got your tough life circumstance settled in a perfect way?



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→ WORKSHEET | Defined Customer Persona

What could you do, get, or accomplish if your dream life circumstance came true?

Where will you be more powerful and influential in your life if your dreams came true?



Understanding your avatar will:

Inspire how you present your messaging.

Influence where you find and attract your best client.

Improve opportunities from your sales and marketing materials.

Increase your engagement around your product/service

Intrigue your customers to connect with, and trust what you sell.



This process should be done for each new item, product, service, or offering you sell.

If it doesn't come easy, that's okay. These things require patience.

It will also challenge some of your beliefs of what you thought you knew.

These avatar creations bring you 1 step closer to understanding.

The return is worth it.

Focus on your **Defined Customer Persona** a serious look-through and continue moving forward.

REMEMBER THIS: to be the most intense, compelling entrepreneur you can be, really stay engaged and connected with your clients.

Make sure you resonate with them and put yourself in their shoes.

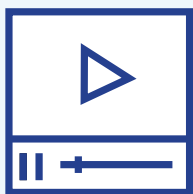
Talk with real customers!

Since you've taken the time with your creativity and empathy and actually uncovered your DCP, now's a great time to chat with some real people. Ideally, you'll have conversations with no fewer than 5 people you feel could be your perfect client.

Or, if you already have a few perfect clients—get the phone and talk with them.

These can be simple chats in a casual setting, through a phone call or Skype. Be a present, empathetic listener. Let them do most of the talking.

Don't stress over following a strict client research script.



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Your goal should be to get the hang of asking questions that help you to really understand your clients' wants, needs, disappointments, and interests.

That will make sure you build up the most attractive product or service, and you'll have the knowledge you need to perfect your marketing and sales programs.

Talking with real people will help give you the right language to you need to use to describe your clients' experiences and what they want and need.

Get intrigued by the person you're talking with.

There isn't a deal or business procedure out there that can replace real compassion and connection.

Note: you don't need to use all of these questions. Filter out what's important to where you're at in your business, how well you know the individual you're talking with, and how much time you have dispensed for the discussion.

➔ POTENTIAL CUSTOMER INTERVIEW QUESTIONS

PERSONAL

~ >~¥, Y~L } L>A, Y"¥, Y~¥. \$B H>¥ ~
"} N } Y>"s-n>~, "pL~\$L>N ~
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5L } L>A, Y"¥, Y~ \$NL>"psQb, } L~" ~

: p>">L¥, Y~} , %o, QLH..>"%o

(You're searching for the essentials — where they live, their employment, are they married, have pets, children, and what's incredible about their life.)

BUSINESS

: p, H, ¥, Y~.L%o~" ¥Y%oN ~

: p>"H ¥, YH ~sp"~., E N ~
s~pL%oBL E sp~pL~., HÝB' %oQBL ¥, Y~L>%o~s-n>A, Y" ~ Ns ~

: p>"%E, ^ys-nN ~¥, Y~., E

: p>"H ¥, Y~ sL>A, Y" ~
s~%o"B } .L"ss ~%o., HÝB' ~

YOUR AIM

is to separate the values you hold against your competition. There are painpoints that people have about your industry, so what is it that you are doing to solve that?

What might you want to change?

What's the greatest problem for you around _____?
[problem/issue]

What does this _____ c cost to you as
[problem/issue]
as lost time, cash or frustration?

Have you at any point paid for a similar product or service?

If yes, how much did you pay for services or products like this?

Have you looked into this product/service before?

How did you look for this?
[Google, online networking locales, through companions or something else?]

How would you judge if a service/product is or
right/wrong for you?

JONATHAN
SAEIDIAN, CEO

“**BUILDING
RAPPORTE
TAKES
TIME**”