

DEFINED CUSTOMER PERSONA

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.



**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.

