








Develop your Customer Persona

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<p>Key Partners </p> <p>Event managers.</p> <p>DigitalFilipino Club.</p> <p>Exclusive partner programs.</p>	<p>Key Activities </p> <p>Web devt Content devt. Marketing. Coaching.</p>	<p>Value Proposition </p> <p>One year coaching program – confidential in nature.</p> <p>Customized program based on profile.</p> <p>Thought leadership roadmap in 1 year.</p>	<p>Customer Relationships </p> <p>One-on-one.</p> <p>Self-service.</p> <p>Coaching.</p>	<p>Customer Segments </p> <p>Aspiring thought leaders. Consultants, entrepreneurs, managers who need personalized and customized coaching program online that can be kept confidential.</p>
<p>Cost Structure</p> <p>Training Telecommunication Marketing Customer Relationship</p>		<p>Revenue Streams </p> <p>Program subscription Coaching Public speaking Books.</p> <p></p>		

A Marketer's Template for Creating Buyer Personas

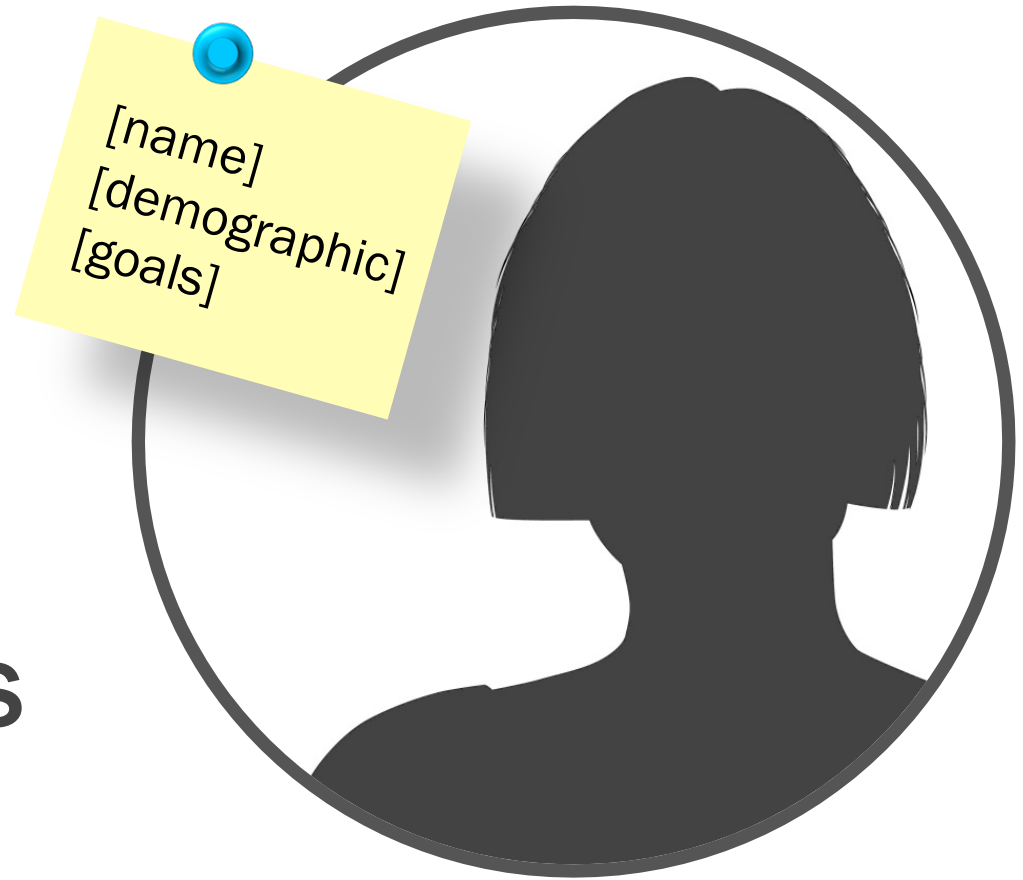


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1

A Brief
Introduction
to Buyer
Personas

What Are Buyer Personas?



Buyer personas are fictional representations of your ideal customers. They are based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

How Are Buyer Personas Created?



Buyer personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers – both “good” and “bad” – prospects, and those outside of your contact database who might align with your target audience. You’ll collect data that is both qualitative and quantitative to paint a picture of who your ideal customer is, what they value, and how your solution fits into their daily lives.

How Do You Socialize A Buyer Persona?



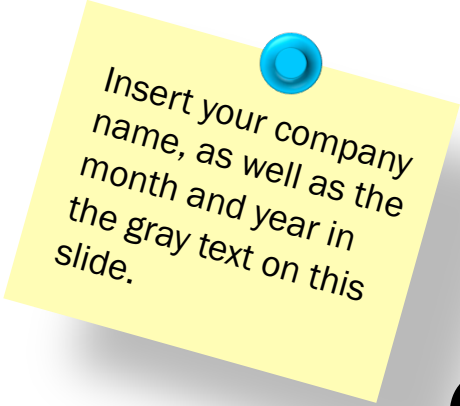
So you've done the research and conducted all the interviews ... you've finally figured out who your buyer persona is. Congratulations! But how do you communicate that new understanding of your target customer with your entire organization? After all, if your sales and marketing teams don't understand who they're speaking to, it's hard to craft a message that really resonates.

Use This Template!

That's why we've created this handy-dandy PowerPoint – so you can quickly explain your buyer persona and disseminate that information across the organization in a palatable, organized format. This template will walk you through how to input and format the information you've collected about your persona in a way that's extremely easy for your entire company to understand. And since your research is already done, this is the easy part!

2

How to
Present Your
Buyer
Persona



Insert your company name, as well as the month and year in the gray text on this slide.

Company ABC

Buyer Persona Overview

Month, Year

Persona Name

BACKGROUND:

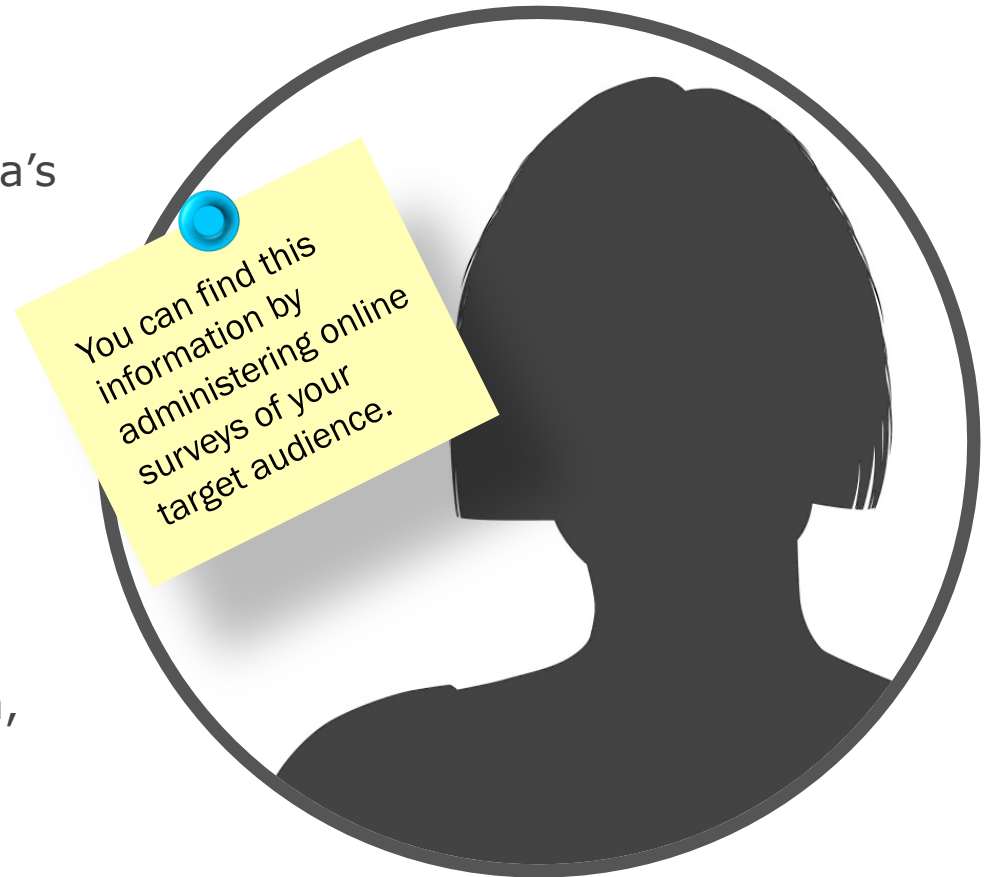
- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education or hobbies

DEMOGRAPHICS:

- Gender
- Age Range
- HH Income (Consider a spouse's income, if relevant)
- Urbanicity (Is your persona urban, suburban, or rural?)

IDENTIFIERS:

- Buzz words
- Mannerisms



Persona Name

GOALS:

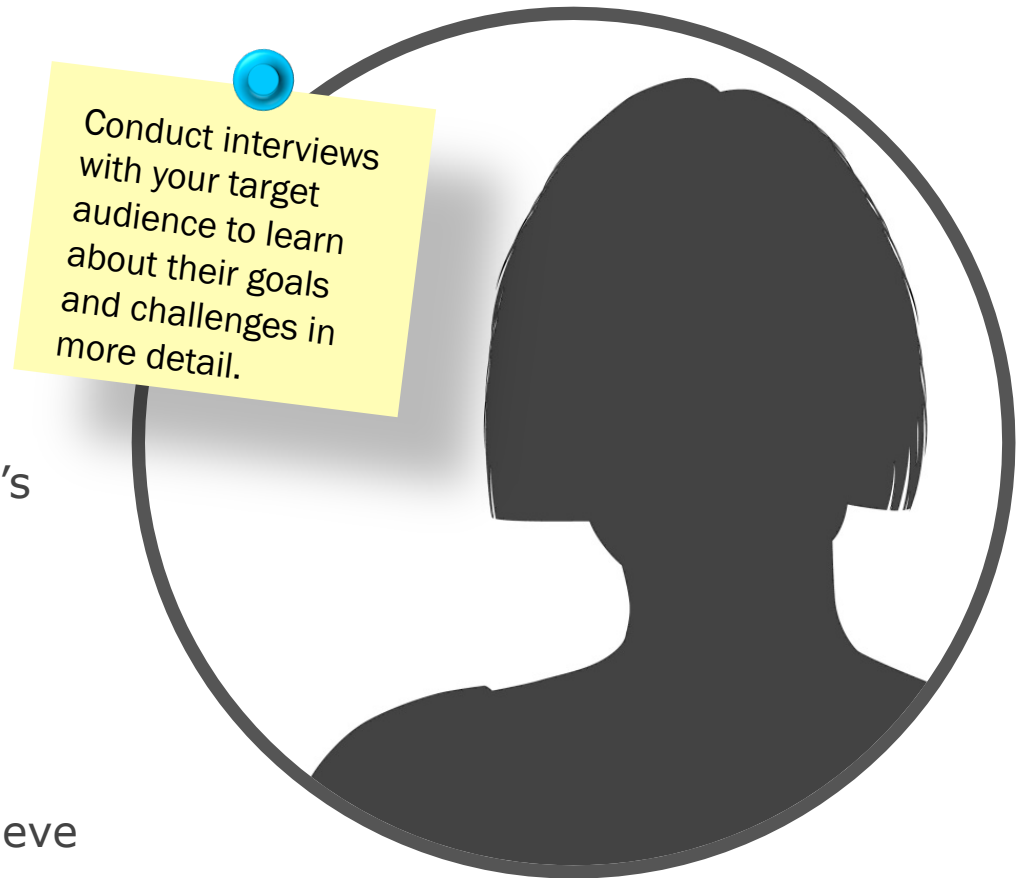
- Persona's primary goal
- Persona's secondary goal

CHALLENGES:

- Primary challenge to persona's success
- Secondary challenge to persona's success

HOW WE HELP:

- How you solve your persona's challenges
- How you help your persona achieve goals



Persona Name

REAL QUOTES:

- Include a few real quotes – taken during your interviews – that represent your persona well. This will make it easier for employees to relate to and understand your persona.

COMMON OBJECTIONS:

- Identify the most common objections your persona will raise during the sales process.



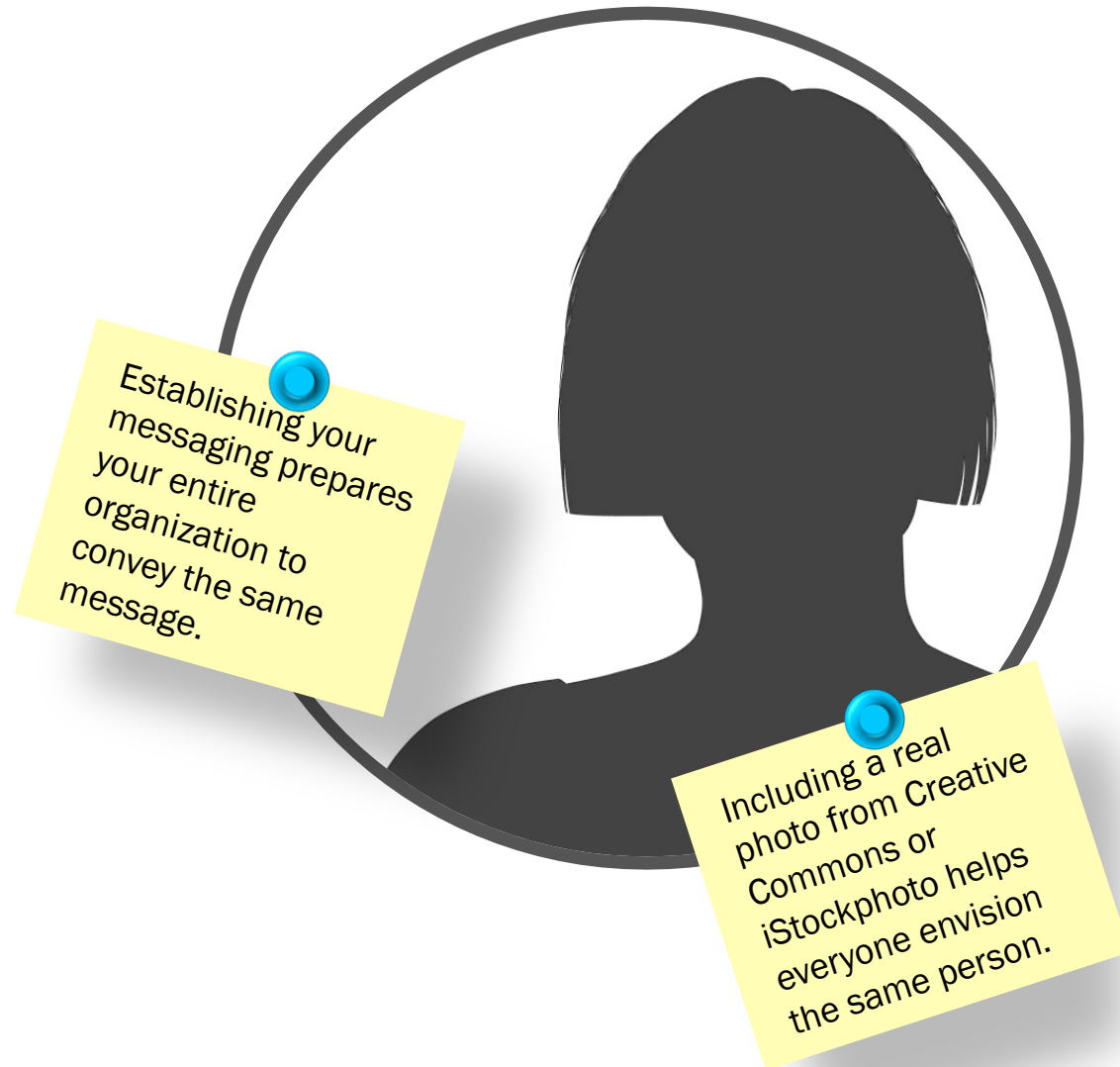
Persona Name

MARKETING MESSAGING:

- How should you describe your solution to your persona?

ELEVATOR PITCH:

- Make describing your solution simple and consistent across everyone in your company.



3

An Example
of a Complete
Buyer
Persona

Rising Star Richard

BACKGROUND:

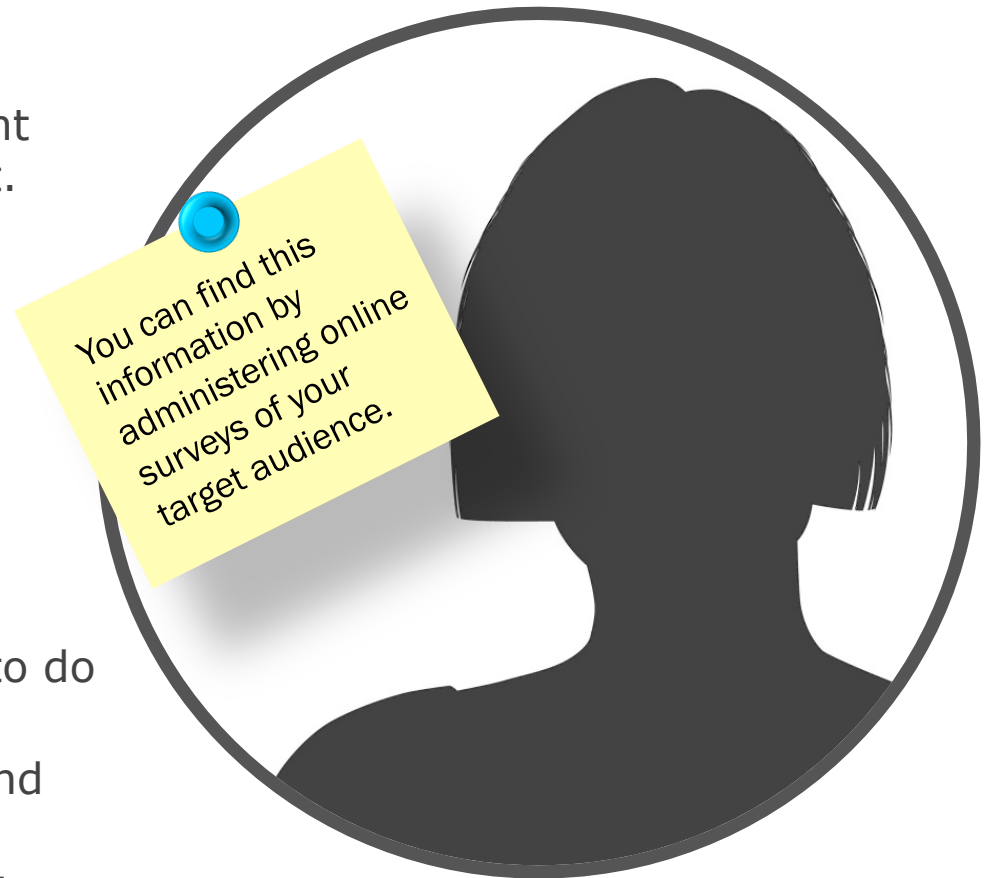
- Startup entrepreneur or consultant building his identity in the market.

DEMOGRAPHICS:

- Skewed towards male.
- 24 to 45 years old.
- 600k per annum.

IDENTIFIERS:

- Opinionated. Have ideas on how to do things better.
- Posting of opinions on products and services online.
- Not engaging or getting the reaction they deserve.



Rising Star Richard

GOALS:

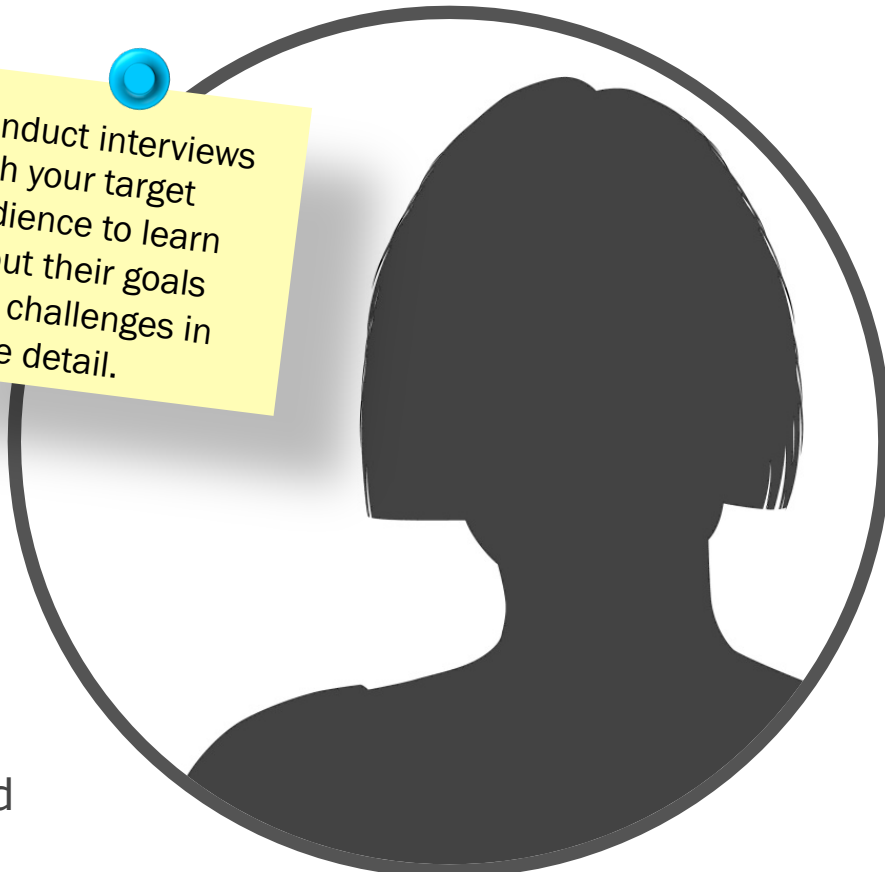
- Recognized thought leader.
- Successful as a consultant or entrepreneur.

CHALLENGES:

- Having difficulty getting message across and be noticed as a thought leader.
- Being able to compete in business when competitors are better package as thought leaders.

HOW WE HELP:

- Coaching program that is personalized to the person based on persona.
- Clear implementable roadmap that can be followed and be calibrated.



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

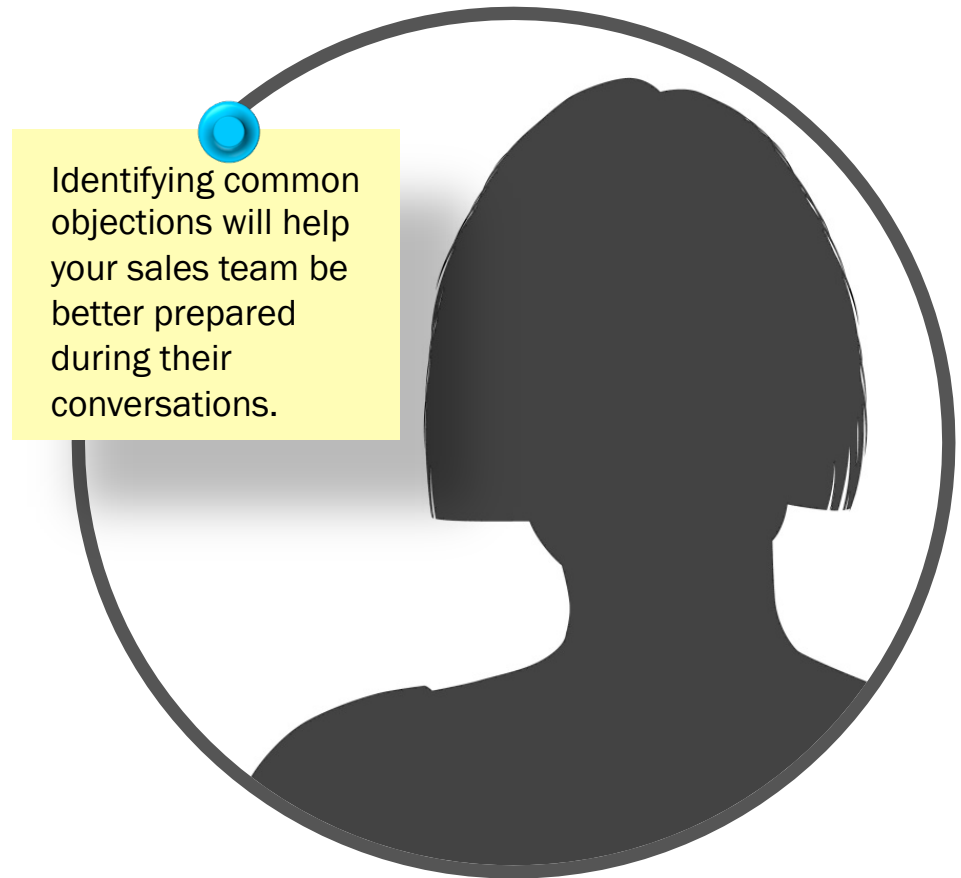
Persona Name

REAL QUOTES:

- I want to be recognized as a thought leader amidst current popular players.

COMMON OBJECTIONS:

- Will it work? Can I really achieve this in 1 year? Can my engagement with you be kept confidential?



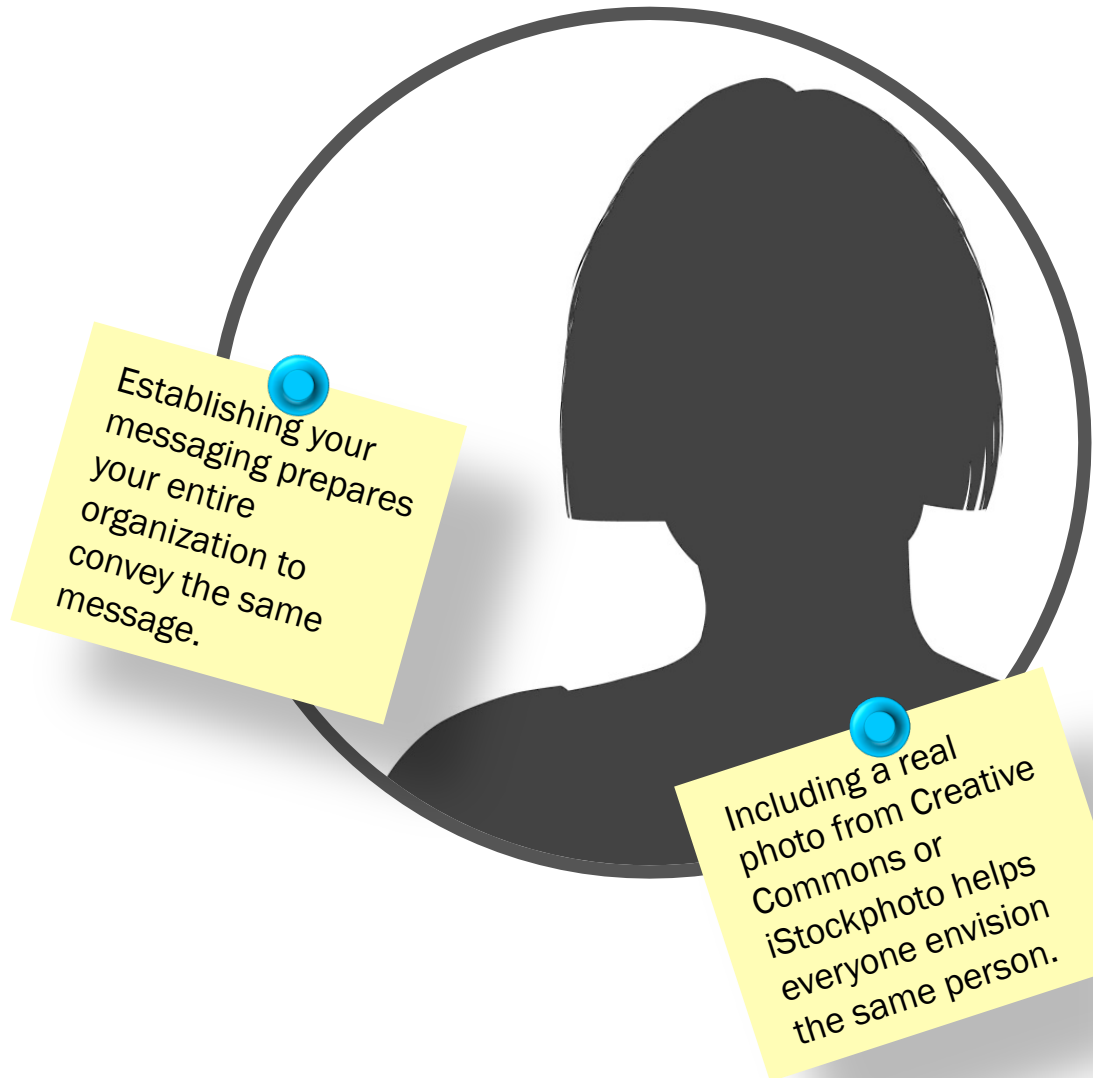
Persona Name

MARKETING MESSAGING:

- 1 year coaching program in building your personal brand, establish digital influence, and attain thought leadership status online and offline.
- Confidential coaching program and customized according to your persona.
- Good for 12 people only.

ELEVATOR PITCH:

- Mentoring program to build your personal brand. Increase your market influence to customers, partners, and employees.



Business Model - The Empathy Map

Designed for:

Digital Leader Boot Camp

Designed by: Janette Toral

Date:

Iteration:

#4 understand your audience

Customer Perspective:

Rising Star Richard

What really counts: Successful entrepreneur. Industry recognized.

Major preoccupation: Being beaten by competition. Ignored by peers.

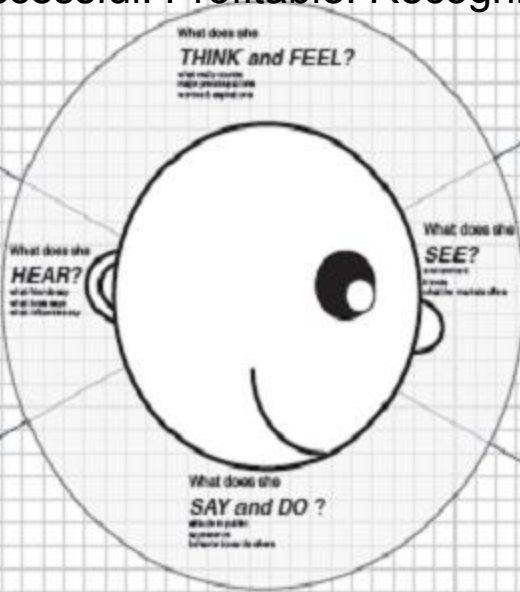
Worries: Not meeting targets. New competition with more resources.

Aspiration: Successful. Profitable. Recognized as a leader.

Friends say: "You should attend their trainings and join mastermind groups."

Boss say: "Build better relationships. Get more sales."

Influencers say: "Focus on building relationship and be low profile."



Environment: Too many motivational, leadership programs online.

Friends: Busy with their dealings. Sharing quotes from favorite thought leaders.

Market offers: Old time to new motivational resources but don't have anything online for coaching..

Behavior towards others: Share ideas, quotes, and frustrations.

Appearance: Competitive. Dress for success.

Attitude in public: Competitive. Outspoken. Not afraid to ask questions.

Fears: Not being able to make a mark.

PAIN
fears, frustrations, obstacles
Obstacle: Finding the right program that is worth the money.

Frustration: Not getting results immediately.

Wants / Needs: Successful Biz or Career.

GAIN
wants/needs, measures of success, obstacles
Obstacle: Manage growth.

Measure success: Bottomline revenue. Authority status.