

Buyer Persona Creation for Lead Generation





Buyer Persona Creation for Lead Generation

Getting To Know Your Customers So You Can Make More Sales

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I will replicate your logo on my palm



I will sing a song written by you and make a reggae rhythm for it



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Study your competition,
or similar businesses

Study your competition,
or similar businesses



Create your
buyer persona

Study your competition,
or similar businesses



Create your
buyer persona



Launch your
marketing campaign

I can be your Facebook boyfriend for 1 week. for P199

Order Now (P199)

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DELIVERS IN
7 DAYS
ON AVERAGE

NO FEEDBACK YET

NO ORDERS
PENDING



Marco Marquardt

last seen over a year ago

[Message Me](#)



I am a half German half Filipino model and I can be your Facebook boyfriend for 1 week. You want to make your EX jealous? Make a prank? Or just get more attention? Then dont hesitate and order a gig now. I'll make more accounts for multiple orders.

I can write a unique article (400 words minimum) about any topic for P199



Hello there! I've been an online writer for more than 5 years now. I can provide high quality articles for you. 400 words minimum. Any topic but no gambling or adult-related niches please.
Message me and let's do business together!

Order Now (P199)

DELIVERS IN
3 DAYS
ON AVERAGE

100% VIA **11** ORDERS
★★★★★ DONE

NO ORDERS
PENDING



radioactivespider1

100% recommended
last seen 9 hours ago

I've always been passionate about writing. Crafting words to communicate ideas with others...

[read more](#)

[Message Me](#)

Study your competition,
or similar businesses



Create your
buyer persona



Launch your
marketing campaign

Study your competition,
or similar businesses



Create your
buyer persona



Measure your leads,
analyze your conversion



Launch your
marketing campaign

We discovered that
article writing services
were our best-selling jobs
(during that time)

Study your competition,
or similar businesses



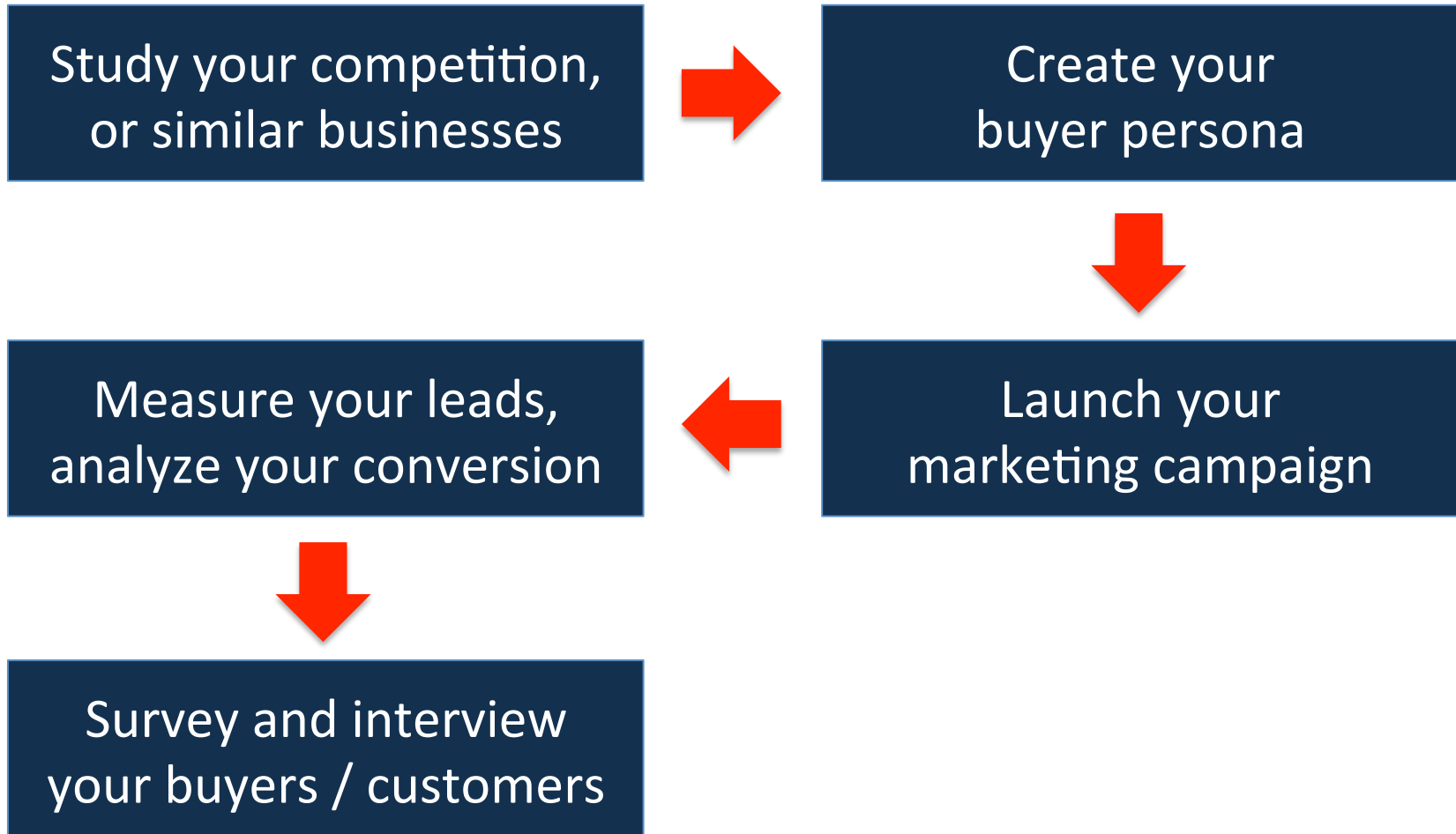
Create your
buyer persona



Measure your leads,
analyze your conversion



Launch your
marketing campaign



Demographic Information

- Age
- Gender
- Location
- Civil status
- Income class

Job Level / Work Experience

- Employee, Freelancer or Business Owner?
- Employee
 - Level of seniority? Decision maker?
- Freelancer
 - Full time? Other sources of income, if any?
- Business Owner
 - Role in business? Years in business?

A Day in the Life

- What does a day in their life look like?
- What do they like to do for fun?
- Where do they often shop for clothes?
- What TV shows do they watch?
- What gadgets do they own?
- Etc...

Learning and Information

- Where do they consume news and information?
- Which online forums, websites and social networks are they most active in?
- Which sources do they trust the most?
 - Friends? Family? Colleagues? Industry experts?

Pain Points

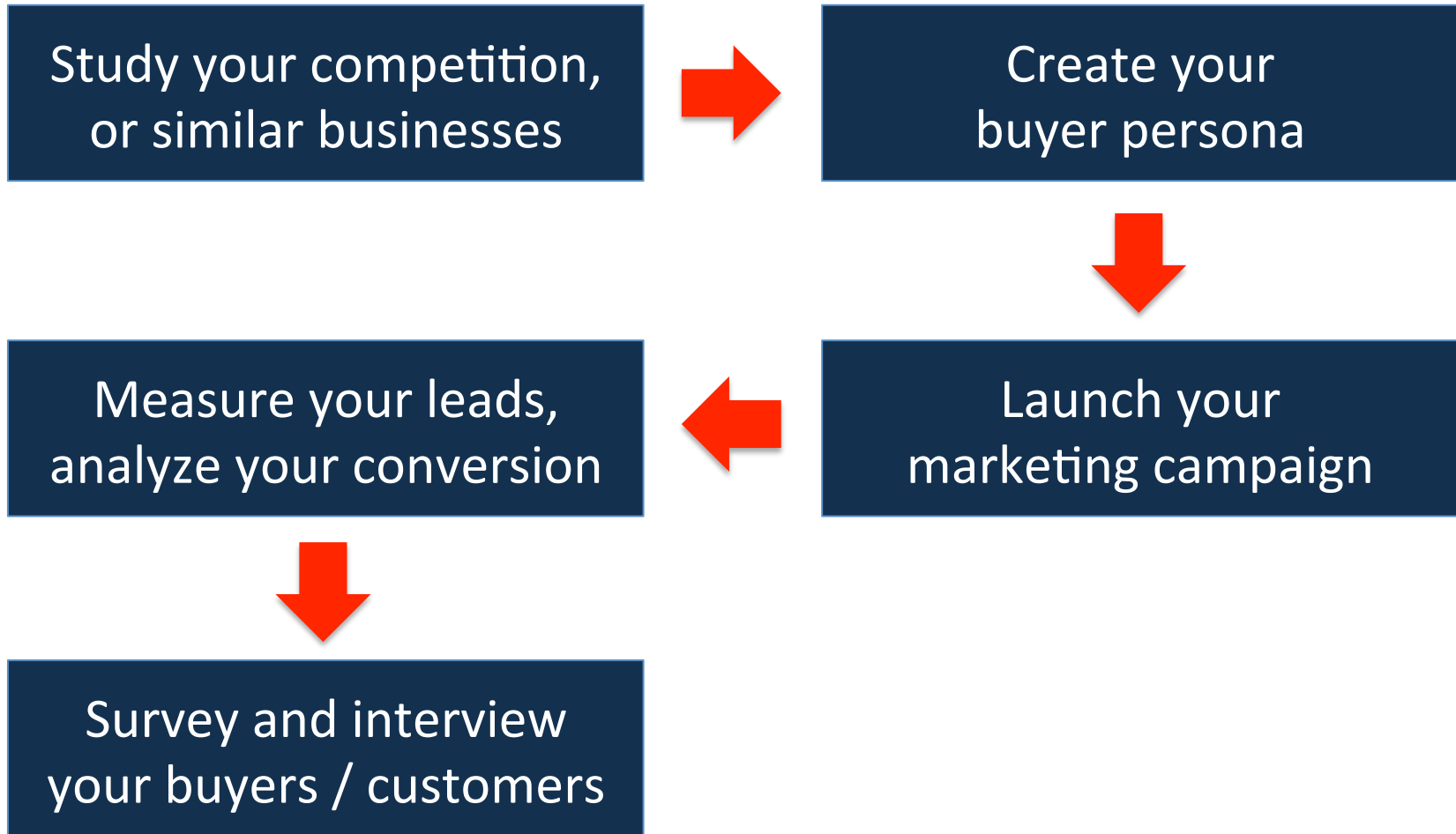
- What is the problem that they wanted to solve, which led them to your business?
- How often does that problem occur?
- How does that problem affect their day to day life?
- How does that problem make them feel, if it remains unsolved?

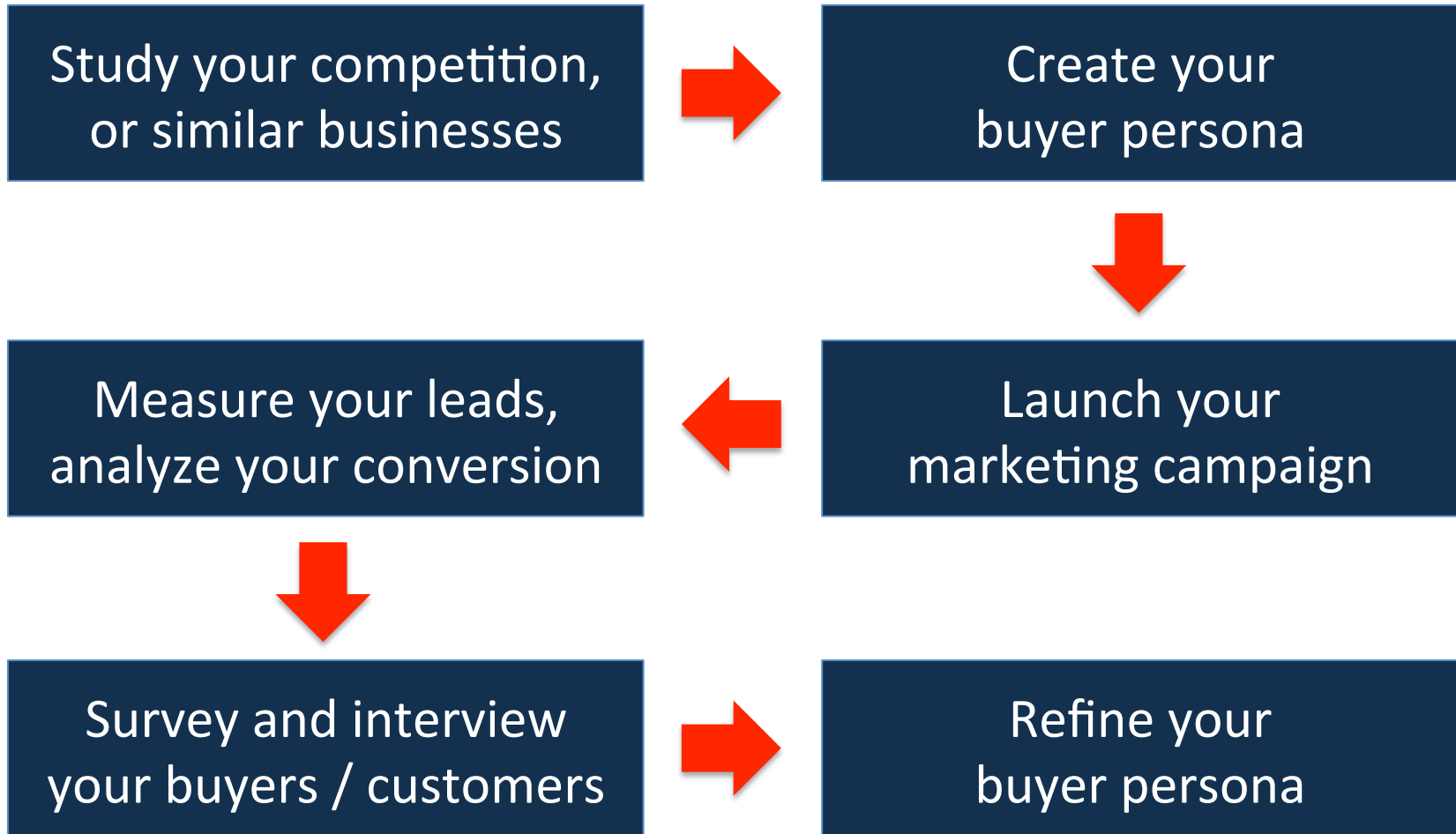
Values and Goals

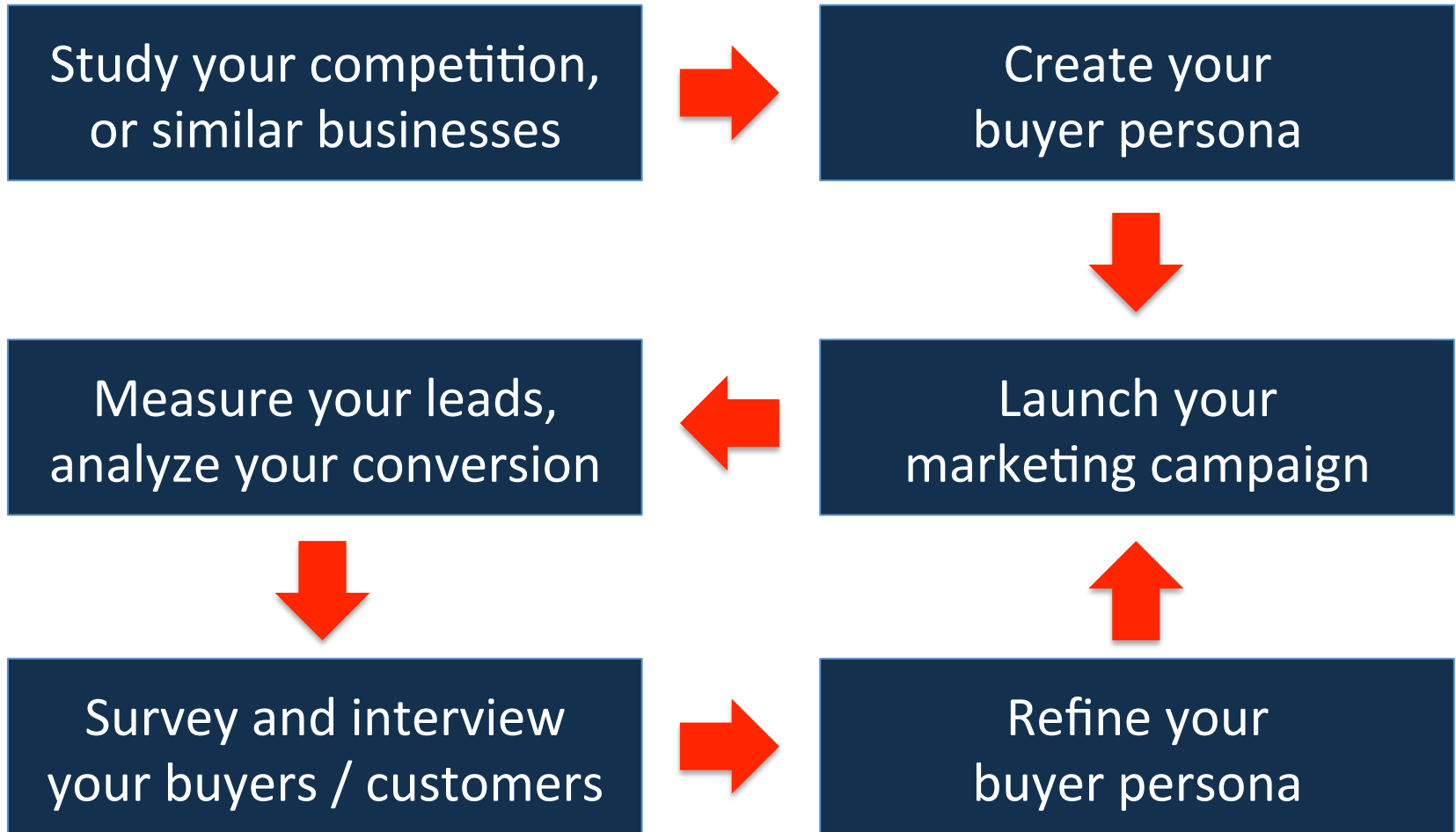
- What are the things that they value most?
- What are the things they don't care about?
- What are their goals?
- How does your product or service, help them in achieving their goals?

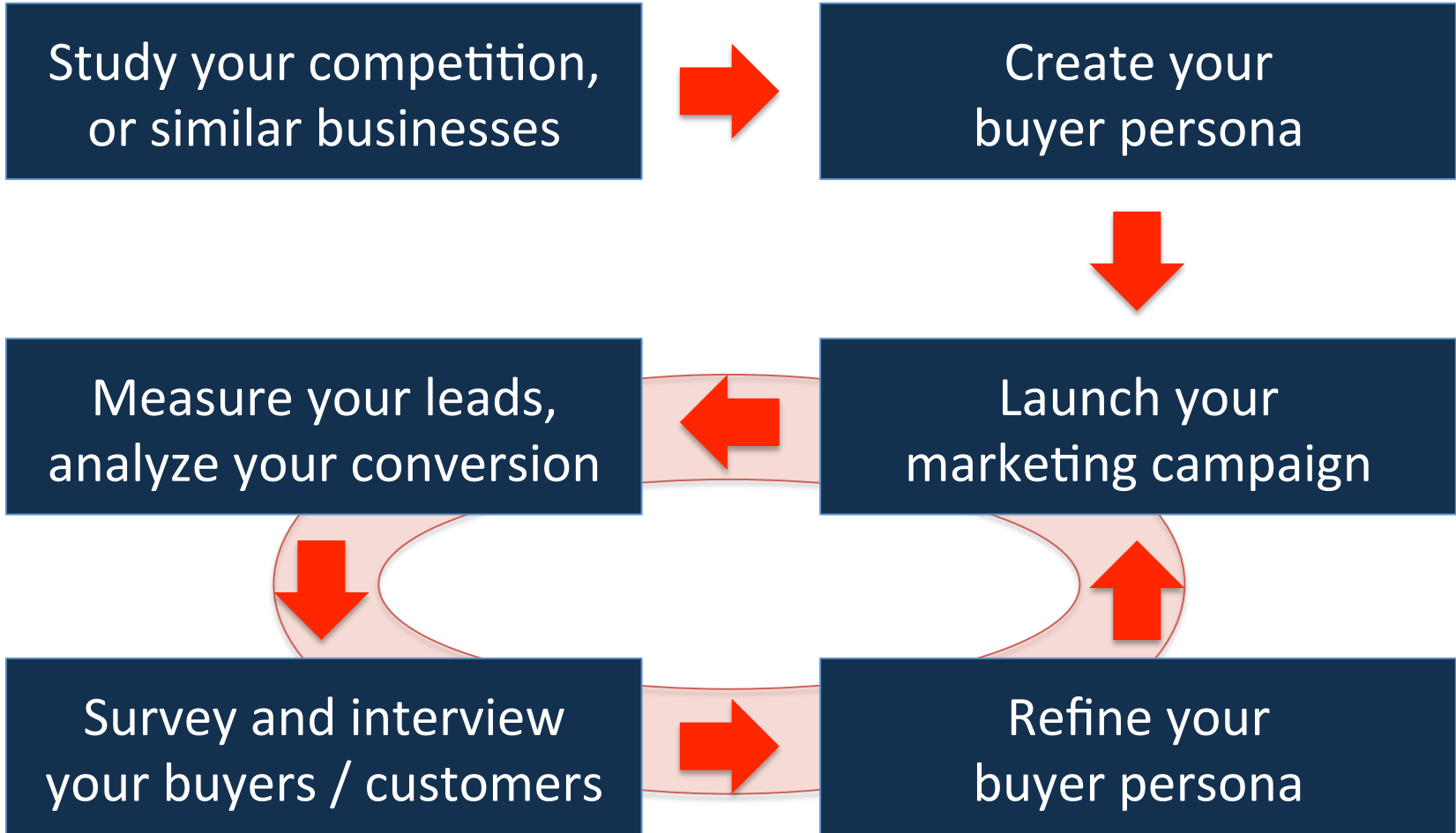
Your Product or Service

- How did they discover your business?
- How was their experience as a customer in your business?
- What are their objections to your product or service?









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Final Points

- The most important aspects of buyer personas are their pain points, values and goals.

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- Qualitative buyer research and buyer interviews are critical. This is the heart of buyer persona development.
- Buyer personas that are made up based on assumptions can actually misinform and misguide.

Thank you!

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