

# A Buyer Persona Defined



**Karen Wessels**

Serial Business Woman

[www.karenwessels.com](http://www.karenwessels.com)

# Crash Course on a Buyer Persona

## DEFINITION :

Buyer personas are fictional, generalized representations of your ideal customers. They help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups.

(Source : Google)

## KEY POINT :

You will build your buyer persona based on knowledge and facts gathered from your current client base and prospective client list. You can do this through insights, surveys, interviews, etc. Depending on the nature of your business and industry, you could have multiple buyer personas. Start with one and branch out from there!



Your buyer persona  
=  
Your ideal customer

“

*Ask yourself these questions:*

- × Demographic*
- × Current job*
- × What does a day in their life look like?*
- × What are their pain points?*
- × What do they value most?*

# Persona Name

1

## Sample Michelle

# Background

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- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

# Demographics

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- Female
- Age 30-45
- Income: R140,000
- Suburban

# Identifiers

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- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed

## Additional info to consider

- ✕ What are Michelle's goals?
- ✕ What challenges does she face?
- ✕ What can we do/offer to make her life easier?
- ✕ Consider points on why she wouldn't use your service/product?
- ✕ How will you get hold of her?



# Now it's your turn

Use the data in this document to build your buyer persona

# Bringing it together

Take the data provided in this document and build your buyer persona today.

Your buyer persona will help with your social media strategy, your content strategy and so much more!

Enjoy!

[karen@karenwessels.com](mailto:karen@karenwessels.com)

