

8 Questions to Ask When  
**DEVELOPING**  
**BUYER PERSONAS**



## WHY BUYER PERSONAS?

The idea that you need to know who you're marketing to isn't a new one, but having defined Buyer Personas is more than just knowing the age, gender, and geographic location of your prospects; having Buyer Personas takes the data you already know, combines it with your current best customers, and your ideal prospects and gives you personal insight to the exact person you're looking to attract to your business.

Sounds awesome, right? The question now becomes, where do you begin to create your Buyer Personas?

Because you want your Buyer Personas to represent real live people who are actually interested in your product or service, the best place to begin is with...

## REAL. LIVE. PEOPLE.

Take a moment to think of your top three customers. These are the people that you already know, have built relationships with and have already sold to. These people represent the types of customers that you want.

Let's get started on building your first Buyer Persona. Here's what you'll need:

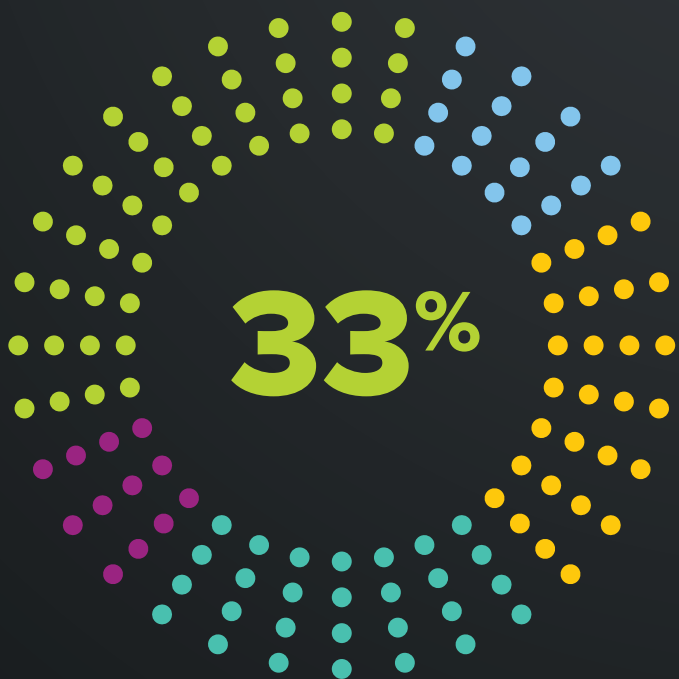
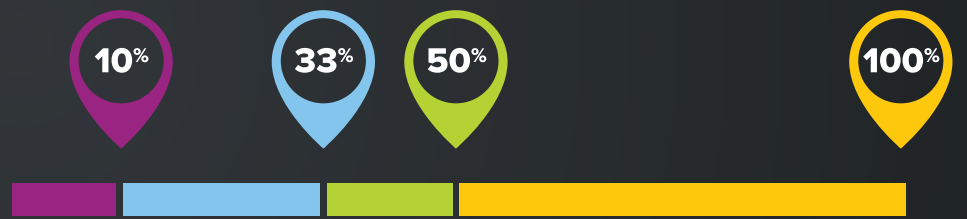
- ***This eBook***
- ***Laptop or paper & pen***
- ***Your three best customers at the top of your mind***

Answer the questions in this eBook for each one of your best customers.

**READY? GO!**

# 1

# WHAT ARE THEIR DEMOGRAPHICS?



Much like your first introduction to person, defining your ideal customers' demographics helps give you a strong foundation of who they are as a person in the most basic level.

## For Example:

- Age
- Gender
- Marital Status
- Location

# 2

# WHAT IS THEIR JOB AND LEVEL OF SENIORITY?

When building a B2B persona, understanding what your persona does for a living and the level of seniority they have will help you understand what they face on a daily basis at work. Knowing whether or not they have the ability to make the decisions that directly affect their work life.



## For Example:

- Marketing Manager
- President
- Owner
- Human Resources Rep

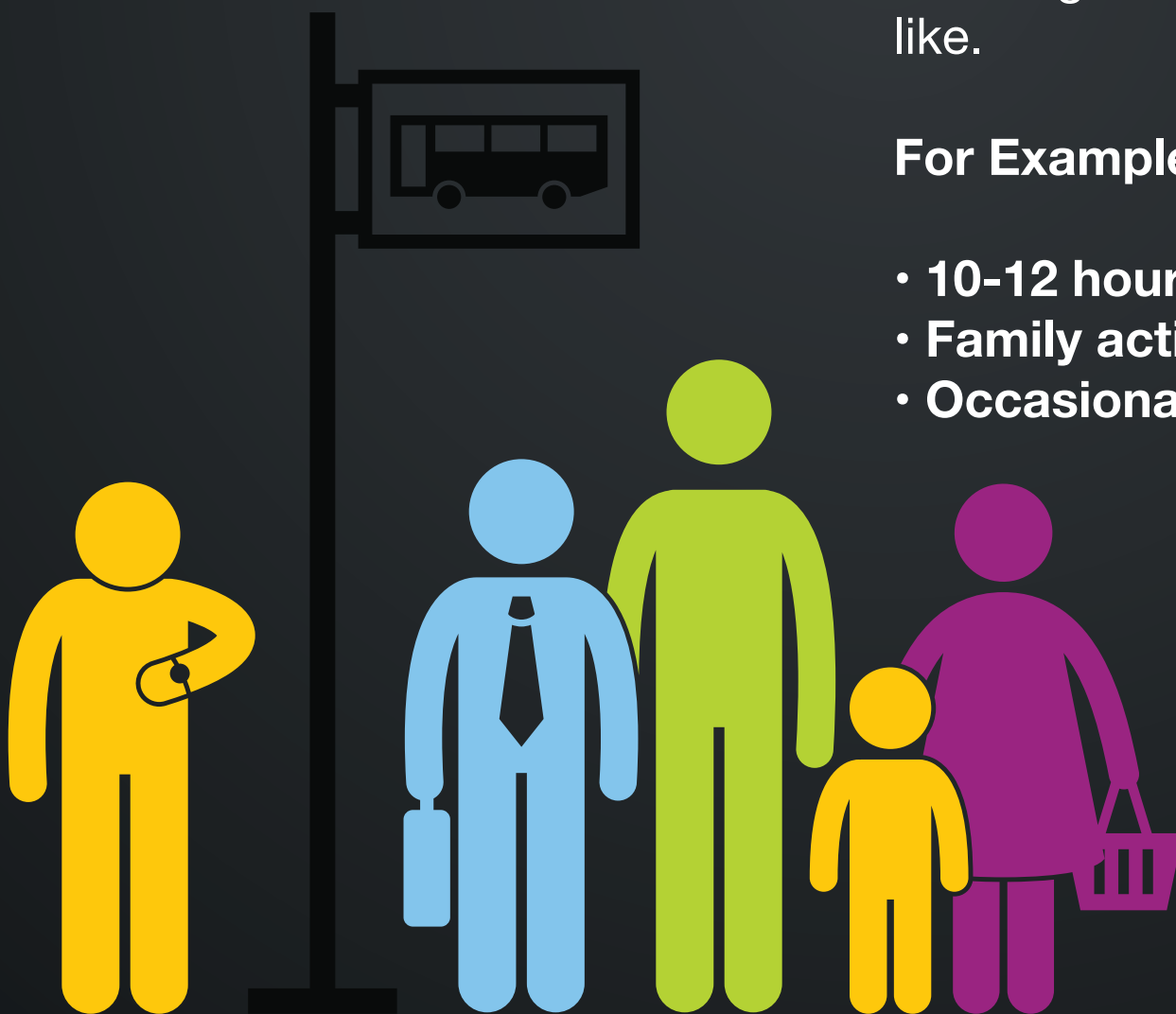
# 3

## WHAT DOES A DAY IN THEIR LIFE LOOK LIKE?

Remember your persona represents a real human. As much as some people seem to do nothing but eat, sleep, and breathe their careers, the reality is that there is more to every person than their job. Humanize them by outlining what their daily life looks like.

### For Example:

- 10-12 hour work days
- Family activities after work
- Occasional golf trip



# 4

## WHAT ARE THEIR PAIN POINTS?

Everyone has a problem they're looking to fix, that's why they're in the market for your products or services. Understanding the things that make their lives difficult or uncomfortable will allow you to relate to them in a way that other businesses can't.

### For Example:

- Time
- Budget
- Their boss



# 5

## WHAT ARE THEIR GOALS?



As important as it is for you to know the parts in their life that cause them grief, it's equally important for you to know the things that they want to achieve. Realizing what motivates a person is invaluable when it comes to marketing to them.

### For Example:

- Revenue growth
- Find better balance in their life
- World domination

# 6

# WHERE DO THEY GO FOR INFORMATION?

Is your persona the techie who subscribes to every blog relating to his industry, or does he prefer to refer to his trusted friends and co-workers when researching information? You can craft the personal message for your persona, but if you don't deliver it to them in a way that comes naturally to them, they'll never see it.

## For Example:

- Industry magazines
- Blogs
- New York Times
- Colleagues





# 7 WHAT ARE THEIR MOST COMMON OBJECTIONS TO YOUR PRODUCTS OR SERVICES?

Hand in hand with understanding their daily pain points, is realizing what objections they may have towards your products or services. It's important that you're sensitive to these objections and present solutions to their objections during your marketing messaging.

## For Example:

- Price
- Contracts
- Trust



# 8

## WHAT LANGUAGE DO THEY USE WHEN TALKING ABOUT YOUR PRODUCTS OR SERVICES?



In this case, potato and pa-ta-toe really not the same thing. If you want to attract more of these customers, you need to speak how they speak. In your industry you have insider lingo that makes sense to you, but would your ideal customer "Google" exactly what you say? Probably not. Think about how they talk to you and other about your services, write it all down.

**For Example:**

- **Blog vs. article**
- **Business Lending vs. Capital Financing**
- **Soda vs. pop**

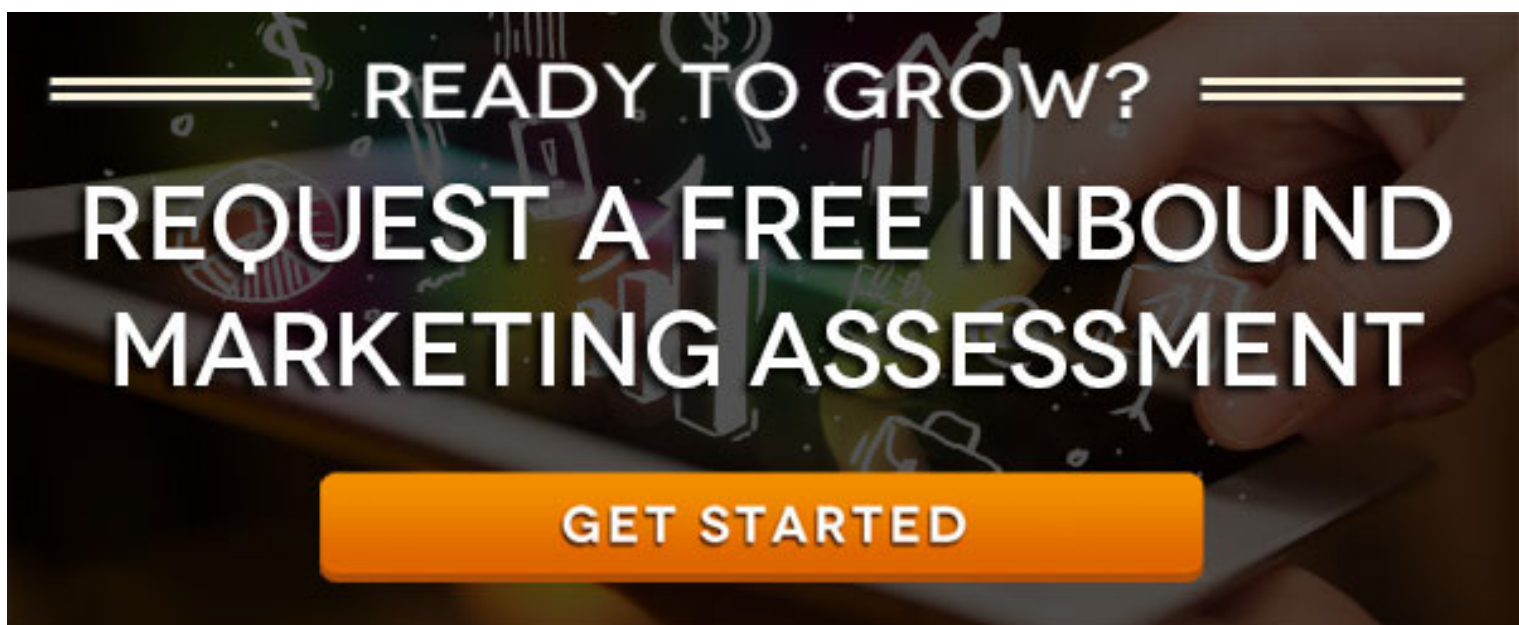
*(Hint: this is great keyword research!)*

# NEED SOME HELP?

Building Buyer Personas are the foundation to any successful inbound marketing strategy, so much so that we won't begin any content creation or marketing without them.

Our team of Inbound Marketers are experts at interviewing both our clients and their customers and creating in-depth Buyer Personas, that they then leverage throughout their marketing efforts.

Let our team help you define and create your Buyer Personas today, sign up for a FREE marketing assessment with one of our marketing specialists:



== READY TO GROW? ==

REQUEST A FREE INBOUND  
MARKETING ASSESSMENT

GET STARTED



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