

Ideal Customer Persona Template

Identifying your ideal customers or clients - and then building your messaging to actually *speak* to them - is one of the most frustrating aspects of marketing your business correctly.

But it's also the most important.

Without understanding who those people are, your messaging simply won't align with them.

Use this quick guide to help you identify and learn to speak to your ideal customers or clients.

Step One

Use the persona template on the next page to start building your customer personas.

- These are representations of those customers or clients that you know you can bring the most value to
- Aim to be as specific as possible when building out your personas. Give them names, education histories, ages
- You should have more than one persona, just as you have variations of your ideal customer
- Don't guess. Do some research to fill in the blanks. It takes a bit more time but it will help you target your messaging better if you're filling in data that's as close to factual as possible. For example, keep an eye on all social media channels. Where do you see your ideal customers spending the most time? What questions are they asking the most? What frustrations are they airing the most? Use your observations to fill in the template.

Step Two

Once you have your templates filled in, practice writing to each persona. Be specific, as if you are writing to that persona individually.

- Write at least 3 emails specifically to each persona
- Write at least 3 posts - for different social channels - for each persona
- Write ad copy for 1 ad to each persona
- Compare these practices to your current messaging. What's the same? What's different?

Why are you doing this?

This practice puts you in the mindset of crafting very targeted messages with copy specifically chosen to speak to each persona. When you compare these practices to your current messaging (posts, emails, ads, even your website copy) you should notice some subtle changes. Your use of pronouns may change. You may be clearer in how you can help. You may be more direct or more conversational. Perhaps your word choice has changed. Take note of how your practices differ from your current messaging.

Step Three

Take the tweaks you learned in your practice and start incorporating them into your social posts, emails, ad copy, and, if need be, your website and landing pages.



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Demographics

Name _____

Gender _____

Age _____

Education _____

Communication

How does this person prefer to communicate? Email, phone, text, etc.

Challenges

What specific challenges does this person have?

Values

What does this person value?

Job/Role






What is this person's job or role within the business?

Tools

What tools does this person rely on to complete his/her job?

Social Preferences

Which channels does this person prefer?

Success

How does this person qualify and measure success?

