

Tips for creating buyer personas that accurately represent your customers

OZ
BRANDING



To attract your ideal customers, you need to develop accurate buyer personas based on research, trends, and persona profile stories. To help you get started, we've compiled a practical checklist for researching and creating your buyer personas.



1 . *Talk to your current customers*

Get to know the demographics, goals, and challenges of the people who already buy from you. Your questions should cover their job title, industry or company they work for, biggest accomplishments, specific challenges, process for finding new information related to their jobs, and how they use the internet for research.

2 . *Focus on the why*

Where possible, try to dig deep and understand your customers motives - not just their actions. As the person asking the questions, it's your job to uncover the "why" and truly understand what drives your customers.

3 . *Look for patterns*

Once you've interviewed a range of current and former customers as well as prospects, start compiling results and look for similarities that could lead to identifying trends. The parallels in answers to your research questions from different customers are the key to really identifying who your buyer personas are.

4 . *Create your persona story with real details*

[Use the research you gathered about your persona's background, demographics, and goals to develop a detailed profile and story. It should be specific and include age range, marital status, personality, career status, responsibilities, work patterns, and typical challenges. You should try and include quotes from your interviews that describe real problems your customers face.]

5 . *Consider common objectives*

As you define how your solution responds to your persona's problem, you need to be prepared with knowledge of what they would typically object to. By understanding where there might be resistance, you can be better informed to make sure your content appropriately responds to their problem despite potential objections.