



“This is a presentation about what it takes to create and sell something remarkable. It is a plea for originality, passion, guts and daring.”

--- Seth Godin

Persona Development



Presentation Topics

What are Personas?

Persona Profiles

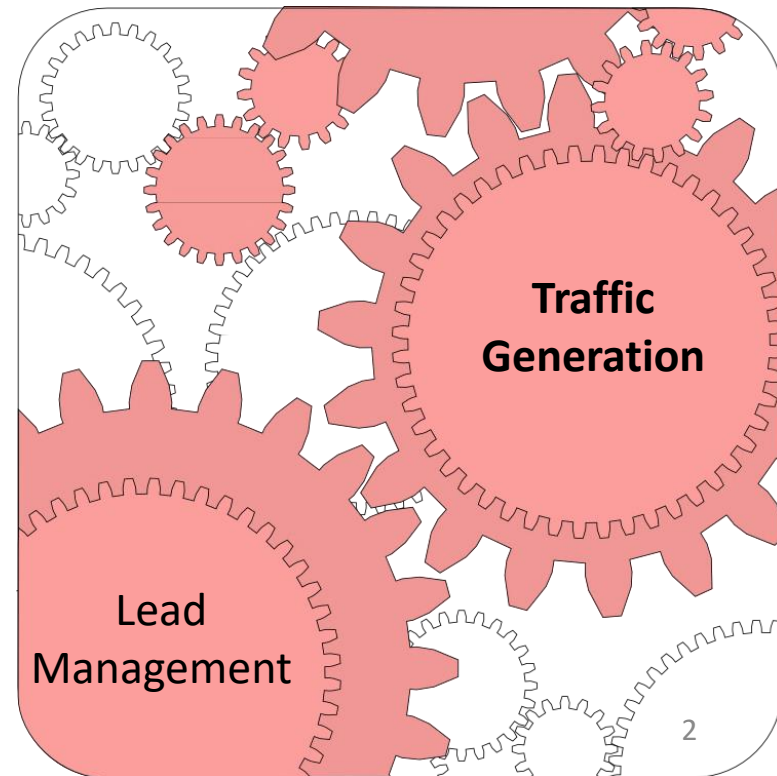
- Principles
- Checklist

Persona Development

- Questions
- Examples

Persona Development Tasks

- Demographic Information
- Online Behavior
- Target Student
- Goals / Challenges
- Potential Objections
- Marketing Message
- Persona Development Audit



What are Personas?

A photograph of a desert landscape with sand dunes and sparse vegetation. The sand dunes are in the foreground, and the vegetation is in the background. The text is overlaid on the image.

Personas are archetypes that describe the various goals and observed behavior patterns among your potential users and customers

Persona Profile Checklist

| Persona Detail | Questions to Ask |
|----------------------|---|
| Role | What is your job role? Your title? How is your job measured? What is a typical day? What skills are required? What knowledge and tools do you use? Who do you report to? Who reports to you? |
| Company | What industry or industries does your company work? What is the size of your company (revenue, employees)? |
| Goals | What are you responsible for? What does it mean to be successful in your role? |
| Challenges | What are your biggest challenges? |
| Watering Holes | How do you learn about new information for your job? What publications or blogs do you read? What associations and social networks do you belong? |
| Personal Background | Age, Family (married, children), Education |
| Shopping Preferences | How do you prefer to interact with vendors? (email, phone, in person) Do you use the internet to research vendors or products? If yes, how do you search for information? |

Remember!

- Depending on the audience, we will care about more than just their role within their job.
- If we are talking about potential students, we would want to know work history, education, etc.
- If we are thinking of potential users, we want to know more about what resources they have/use (like a Smartphone, Internet access, etc.),
- We would want to know things such as what topics they are interested in, do they ever take free classes or wish they knew more about a particular topic.

Persona Profile Principles

1. Focus on **Behaviors**
2. Keep it fictional, but realistic
3. A Picture is worth 1000 words
4. Tell Stories
5. Three key aspects
 - demographics, needs, and behaviors
6. Focus on One or a Few

Persona Development

3 Steps to Creating Effective Buyer Personas

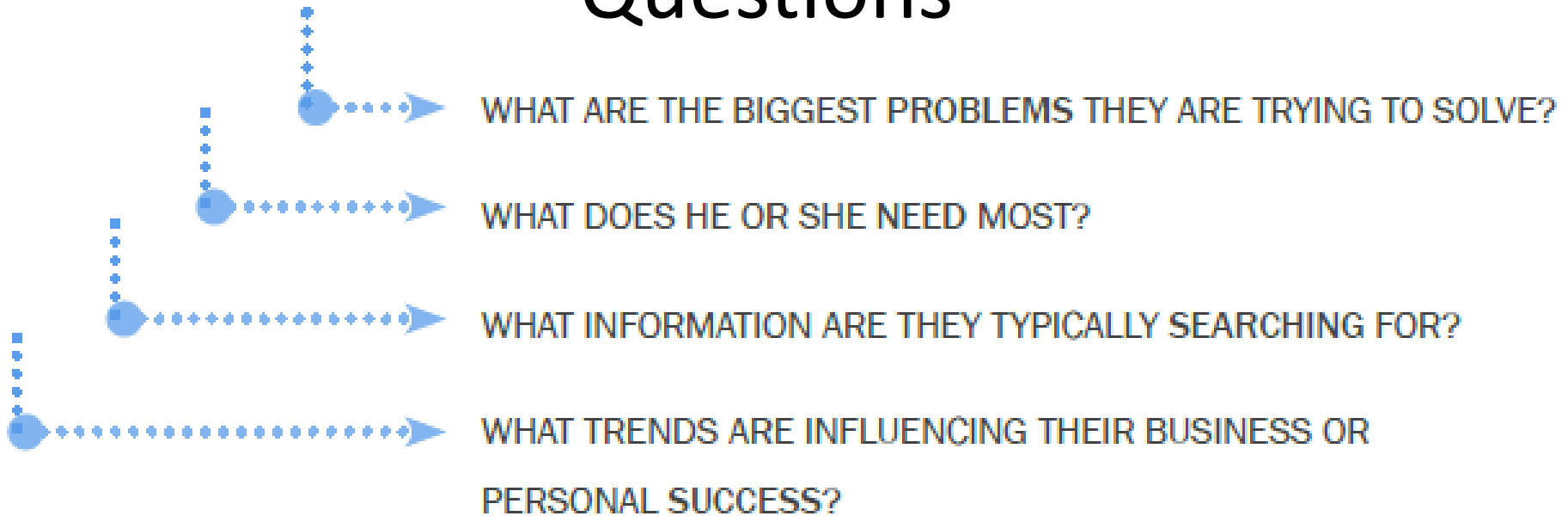
1. Interview Your Buyer Personas
2. Create Profile(s) for the Persona(s)
3. How to Market to Buyer Personas

Episode 44

How to Create Buyer Personas



Persona Development Questions



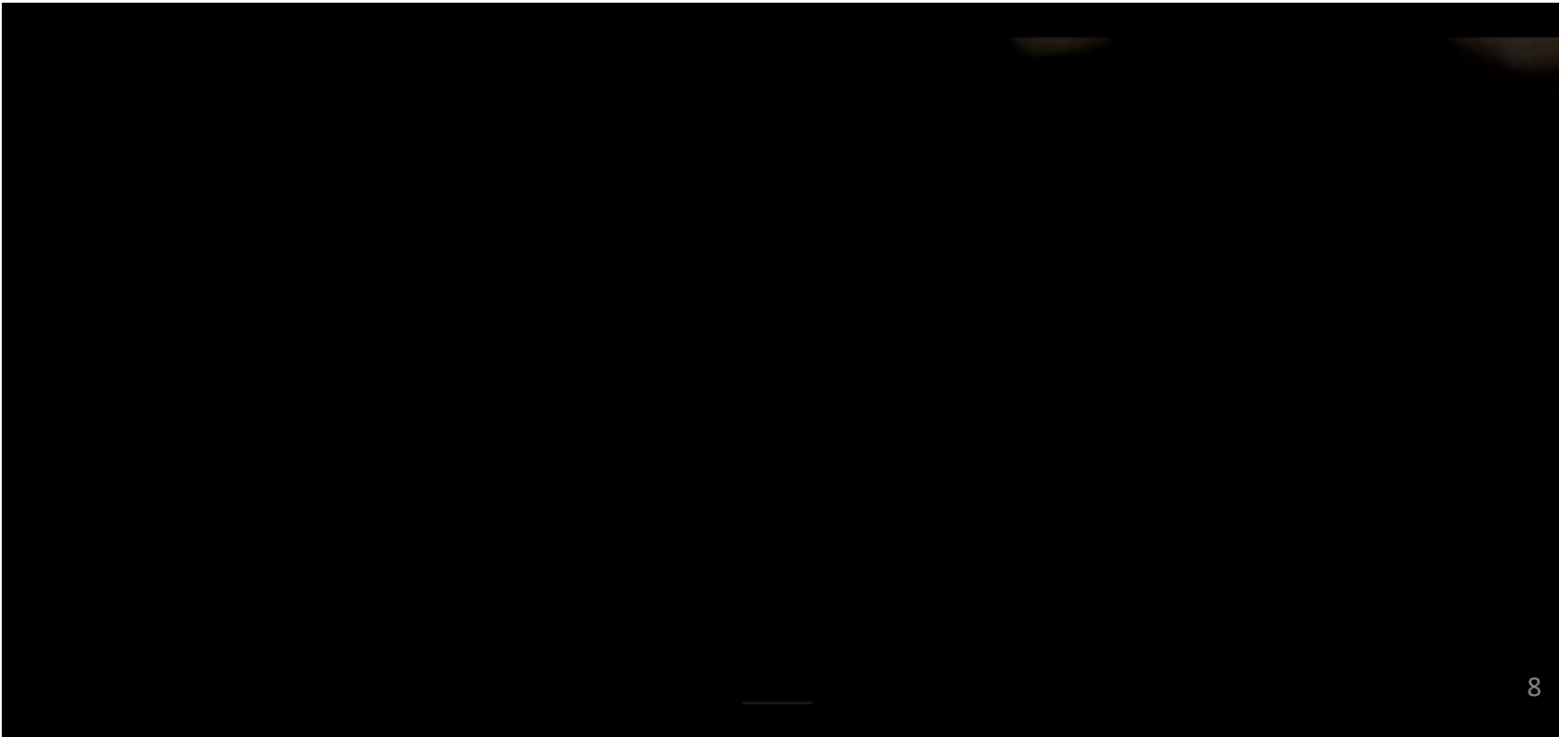
- Persona's online behavior
 - What do they do online? / What blogs do they read?
 - Are they active on Facebook, Twitter, etc.?
 - What search terms do they use? / Are they blog / email subscribers?
 - What information do they consume online?
 - Do they watch videos or listen to podcasts?
 - Which content did they view? / What forms did they fill out?
- Now you know their demographics, needs, and behaviors

Persona Development

e.g. Apple “Professional” Persona

Apple has refocused some of their efforts on a new segment of the market -- the business professional who wants to use devices that make their job more effective and efficient. Look at an instance of this new persona in action in this iPad 2 advertisement ...

- An iPad 2 user looking at stock options, investment portfolios, and even images of the brain ... a far cry from someone taking video of their family, or rocking out to a killer iTunes library.
- This ad is more akin to what a professional's work routine might look like, and helps the business professional see how an Apple product might fit into their professional lives.




Persona Development

e.g. Goodbye Crutches Persona



GoodbyeCrutches
Hello Relief



Sam

The Family Care Provider

30 - 50 years old
Active and employed
Internet savvy
Get's info from the net

♀ ♂

| | | |
|--|--|--|
| Sam's Objection Check with the Pt Not the decision maker | Sam Values The welfare of loved one | Sam Fears Making the wrong decision Loss of his/her own independence |
| Sam Misses Activity: Social and physical Images Independence | What Sam Needs From Us Informaion to share Help with the details Resources | Common Solutions for Sam  |

Persona Development

e.g. Goodbye Crutches Persona



GoodbyeCrutches
Hello Relief

Connie

The Confused Victim

50 - 70 years old
Not computer savy
Get's info from Dr







| | | |
|---|---|--|
| <p>Connie's Objection</p> <p>Insurance coverage Guarantee it will meet needs Check with Dr</p> | <p>Connie Values</p> <p>Not making a mistake Not getting in trouble</p> | <p>Connie Fears</p> <p>Being taken advantage of Falling - further injury Loss of activity and community Downward Spiral</p> |
| <p>Connie Misses</p> | <p>What Connie Needs From Us</p> <p>Reassurance Clarity Available to TALK Personal touch</p> | <p>Common Solutions for Connie</p> <div style="display: flex; justify-content: space-around;">   </div> |

Persona Development

e.g. Goodbye Crutches Persona





GoodbyeCrutches
Hello Relief





Andy

The Active Athlete

25 - 35 years old
Active and employed
Internet savvy
Get's info from the net



| | | |
|---|---|--|
| <h3>Andy's Objection</h3> <p>Not cool Look like a dork</p> | <h3>Andy Values</h3> <p>Health Activity Image</p> | <h3>Andy Fears</h3> <p>Loss of activity Loss of social life Getting out of shape Bad advice from old doctors</p> |
| <h3>Andy Misses</h3> <p>Activity: Social and physical Images Independence</p> | <h3>What Andy Needs From Us</h3> <p>Reassurance from peers Resources Do it all online</p> | <h3>Common Solutions for Andy</h3>   |

Persona Development

e.g. Goodbye Crutches Persona




GoodbyeCrutches
Hello Relief



Sue
The Surgery Scheduler
25 - 45 years old
Internet savvy

♀ ♂

| | | |
|--|---|--|
| Sue's Objection | Sue Values Family Home Image Income | Sue Fears Getting in trouble from Dr More work |
| Sue Misses Being appreciated | What Sue Needs From Us Make it easy for me and Pt Less interruptions Appreciation Tools to share with Pts | Common Solutions for Sue |



Personas are fictional representations of your ideal customers, based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.



Thank You!

innovation