

8 Tips for Writing Engaging Content for your Buyer Persona

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B2B Buyer Persona Template

Tip 1: Talk to an existing client



Explain what you do and record the interaction.

Listen to the recording and take note of **what they understand**, **what they don't** and the points you make which allow them to reach their **'AHA!' moment**.

Use those exact words that get the 'AHA!' and avoid using the words that cause confusion or detract.

Tip 2: Don't talk about how great you are.

That's not what a blog is for.

If someone visits your blog expecting to find the answer to their question....

But is instead bombarded with sales and marketing talk about what you do and how great you are at doing it, then they will feel tricked and leave immediately, possibly never returning to your blog.

Save self-promotion for your service web pages.

Tip 3: Consider the language your buyer persona would use.

Think of the questions they would ask, and answer the questions directly using only words they will understand.

Long-tail keywords from Google with high search volumes are a great source for this.

Make a list of these words when you start researching for your blog post title and keep the list in front of you while you are writing.

When you proofread the post, consider words that can be swapped out for the keywords you have found.

Tip 4: Imagine you are talking to a trainee

How do you talk to a trainee when teaching them how to do your job?

As a trainee they need their information in short concise bursts, like a two sentence paragraph.

By writing in the same voice you would use to train a junior consultant, you should intuitively provide the information they need to perform your job well

and...

you will know which bits of information you should leave out so they can find their own way.

No one likes to micromanage.

Tip 5: Get the right people to proofread your blog

If your blog is about a highly technical subject, get someone in the same area of expertise as you to proofread for accuracy

...and then...



Get someone with good English language skills but with less technical expertise to proofread the grammar, spelling, structure and readability of the post.

Tip 6: Time Your Proofreaders



A blog post of 1600 words should take no more than 10 minutes to read.

A proofreader may pause to make corrections. So if they take longer than 20 minutes to get to the end, then you need to reconsider your language.

Ask them to suggest alternative ways of explaining your concepts that doesn't take a lot of concentration or re-reading to understand.

Tip 7: Write like a Q&A

You can use Answer the Public and Google keywords for this.

Look at your blog structure as a series of questions in chronological order to achieve the final outcome of the blog title.

Each subheading is a questions followed by an answer, which leads on to the next question, followed by it's answer.

You could even arrange a Q&A with a client or trainee and use the logic of their questions to structure your blog post

This technique can structure your blog in a way that answers questions they have as they think of it and will keep them reading to the end.

Tip 8: Be conversational but professional

Sounding professional is important, it maintains your credibility as an expert, but you don't want to sound like a soulless robot.

Remember that people buy from people, and you should feel comfortable enough to sound friendly and approachable in your writing.

It's this friendly tone which encourages people to engage more with your content.

To achieve this tone you can use words like;

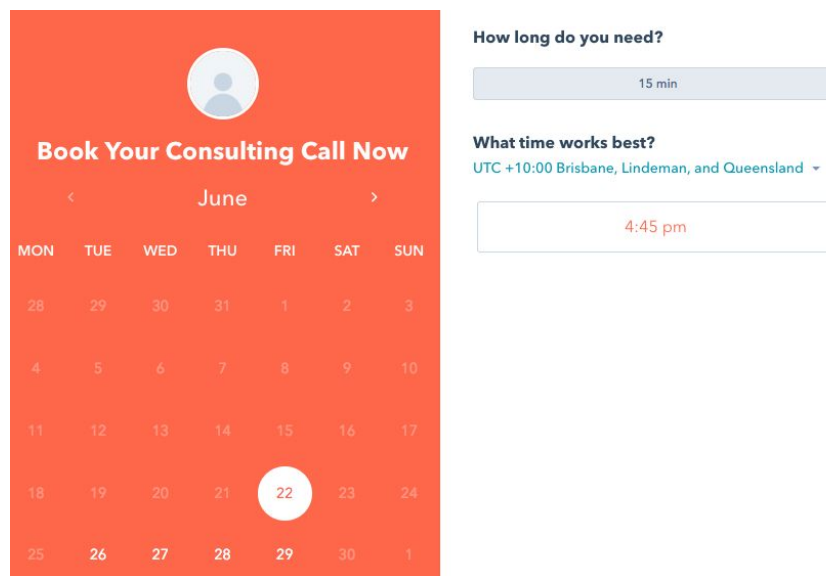
So, ...Ofcourse,Why?... But,

And maybe even add a funny anecdote from your experience.

Hope you found this useful

If you have anything to add or if you need more help with content marketing, my figurative door is always open.

You can book in a 15 minute call with me on the calendar below.



The image shows a booking interface. On the left is a calendar for the month of June. The date June 22nd is highlighted with a white circle. On the right, there are two sections: 'How long do you need?' with a dropdown menu set to '15 min', and 'What time works best?' with a dropdown menu set to '4:45 pm' and a location indicator 'UTC +10:00 Brisbane, Lindeman, and Queensland'.

As promised, you'll find on the next page, the template for a B2B Buyer Persona.

Adam

Job Title (Description of ideal company)

Photo

Direct Report: CTO, CEO or Director

Responsibilities:

1. Insert bullet points from job description
2. You can find this by Googling a job description of the job title and copying the relevant bullet points under 'Responsibilities' or 'Duties'

Common Objections

- I can do it myself / my team
- I haven't heard of your company
- Other bigger businesses I can hire
- I don't have the budget

Interests and Hobbies

- E.g. sports
- Family
- Networking groups

Social media activity

LinkedIn- fortnightly visits for social interactions. May read news occasionally during social visits.

Facebook- checks newsfeed and notifications every couple of days. Posts occasional personal updates. Interacts with some business pages.

Challenges

- Compete with other departments for budget
- CEO & team members lack technical understanding
- Expected to work 24 hours, 7 days a week for issues
- Communication of their needs and value to the company
- Keeping up with technology trends

How I am evaluated

- Budget spent
- Saving per year
- Project success

Worries

- Issues that lead to job loss or underperformance at work

Aspirations

- Promotion
- A raise
- Specific professional goals

Demographics

Age:

Higher Education:

Gender:

Annual Salary:

Resources I trust

1. Which publications
2. Online & Offline