

## Waldo Persona Builder™

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### Location:

1. Where is the location of your dream customer?

### Gender:

1. What is the Gender of your dream customer?

### Self-Identification

1. What category is your business in?
2. What niche is your business in?
3. What sub-niche is your business in?
4. What are the titles & labels of your dream customer?
5. What are keywords & emojis to describe them?
6. What are potential variations your dream customer might use?

### Interests

1. Posting
  - a. What topics do they talk about in their captions?

- b. What #hashtags do they tend to use?
  - c. What other keywords could be used to describe the topics?
  - d. What Emojis represent or pair with the topics?
2. People
- a. Who are potential influencers they follow?
  - b. Who are industry experts they follow?
3. Topics
- a. What are topics they are drawn towards?
  - b. What might they seek to be learning more about?
  - c. What other keywords could be used to describe these topics?
  - d. What Emojis represent or pair with the topics?
4. Desires
- a. What do they want to do? What actions do they want to take?
  - b. What do they want to be? What kind of person do they want to become?

c. What do they want to have? What material possessions do they want to own?

## Your Waldo Persona Builder

Copy-paste all of your answers into a final table to use as your ongoing reference. **Separate all your keywords for each using commas to be able to quickly copy-paste them into Social Rank everytime.**

Persona Area	Your Answers	Keywords to Use <small>(Separate by commas to be able to copy-paste into SocialRank)</small>	SocialRank Filter
Location			Location
Gender		N/A	Gender
Self-Identification: <b>Title &amp; Labels</b>			Bio Keyword
Self-Identification: <b>Keywords &amp; Emojis</b>			Bio Keyword
Self-Identification: <b>Variations</b>			Bio Keyword
Interests: <b>Posting</b>			Words, Hashtags, Emojis
Interests: <b>People</b>			Words, Hashtags, Emojis
Interests: <b>Topics</b>			Words, Hashtags, Emojis
Interests: <b>Desires</b>			Words, Hashtags, Emojis