Customer Personas

Customers are the lifeblood to every business which means you should know your customers inside and out...**but you and I both know that NOT all customers are created equal.**

Some are easy-to-please, pay their bills, and refer people to your business as often as they can while others are needy, delinquent, and are constantly bombarding your support team.

Marketing success is predicated on your ability to attract the good ones and exclude the bad ones...and in order to do that, you need to understand what distinguishes them from one another.

This resource is built to help you get a better picture of both types and can build your marketing to cater to (or repel) each type.

NOTE:

Lots of businesses have built a customer persona before...but few have taken the time to build their ANTI personas.

In my experience, understanding who I DIDN'T want to attract was the more valuable lesson as it helped me think about my messaging, targeting, and sales process in a more holistic manner. I stopped trying to please the entire world and focused on helping the people my product/service was best equipped to help.

As you work through this resource, I want you to think long and hard about how to call out specific features of past customers who were the WRONG fit for your services. The more detail you can incude that will weed out the WRONG people before they pay you will help you build a business you love.

The old saying goes that "Less is more"...if you can charge fewer people a larger amount of money who actually appreciate your product, you'll be a lot happier than charge a lot of people a small amount of money who only kind of appreciate what you do.

Use the exercises in this worksheet to help you dial down on the best of the best fits and go after serving those people with everything you've got.

Two Types Of Personas:

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To help you do this, we've labeled two (2) types of customers: the angels & the demons.

The Angels:

These are the customers that are fun to serve, appreciate what you do, and have the necessary funds to pay you for the value you provide. We call them angels because they can take your business and your confidence to new heights!

Understanding your angels is important...knowing your demons by heart is VITAL.

The Demons:

These customers are the "soul suckers." The people who complain about everything, swamp your support team, need their hands held, and always have payment issues. We call them demons because they drag your business down and cause you to work harder than you have to. Look for common characteristics between your demons so you can use your marketing to weed them out!

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Components Of A Persona:

Customer personas consist of two main components; demographics and psychographics. Demographics tell us WHO the customer is and the psychographics tell us WHAT they care about. Read through the following "deep dive" to see how we utilize each.

Demographics:

These are the traits we use to identify people based on surface characteristics like age, gender, income, location, etc.

This key identifying information allows us to focus on our efforts to build products and marketing that appeals to people that live a particular type of lifestyle. By knowing what their daily routine, surroundings, and finances look like, we can determine that they might value our products or services and have the finances to pay for them.

As we build our ad campaigns, we'll turn this demographic information into what we call an "Ad Persona" which is the filter we use to weed out our traffic and focus on only the most profitable pockets of prospects.

While demographics are great at helping us talk to the RIGHT people...they aren't very good at helping us weed out the WRONG ones; that's what psychographics are for.

Psychographics:

These are the features that tell us what an individual believes in and what motivates them emotionally.

Since buying is a very emotional process, it's important to be able to speak to topics and interests that pull on the heart strings of your customers...but there's something even more important.

You want to be able to identify the mindsets of the WRONG types of customers so you can use your copy effectively to DISCOURAGE them from buying so you never have to deal with them as a customer.

Analyze your customers' psychographics; minimize your headaches.

Angel Persona:

Use the following chart to lay out the specific demographic & psychographic identifiers of your angels so you know EXACTLY who you want to be attracting with your marketing campaigns.

Demographic Identifiers	**Consumption Preferences**
Age:	**Conferences:**
Gender:	**Blogs:**
Urban/Rural:	**Books:**
House/Apt:	**Podcasts:**
Married?:	**Influencers:**
Kids?:	
Ethnicity:	
Education:	
Job Title:	
Company:	**What Makes Them Feel Down?**
Company Size:	
Income:	
Debt:	
Transportation:	**What Makes Them Feel Accomplished?**
Weekend Fun:	
Side Gigs:	
Financial Information	**Pain & Gain Psychographics**

Demon Persona:

Knowing the key characteristics of your demons is vital because all too often, they look very similar to your angels on the surface...but a few identifying characteristics reveal their true colors so you want to know what those are!

Demographic Identifiers

Age:

Gender:

Urban/Rural:

House/Apt:

Married?:

Kids?:

Ethnicity:

Education:

Job Title:

Company:

Company Size:

Income:

Debt:

Transportation:

Weekend Fun:

Side Gigs:

Consumption Preferences

Conferences:

Blogs:

Books:

Podcasts:

Influencers:

What Makes Them Feel Down?

What Makes Them Feel Accomplished?

Financial Information

Pain & Gain Psychographics

When Will You Use These?

Your customer personas will inform EVERYTHING you do from a marketing perspective...if you want to see any results, that is.

Only once you've put yourself into your customer's shoes can you create products, offers, and messages that appeal to them.

Some businesses may cater to only a single customer but most businesses need to diversify their markets as they grow...which means you need to create new customer avatars every time you do so.

Trying to fit an old messaging or product model onto a new market is likely to result in disappointment and wasted time and effort.

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Moral Of The Story:

It may seem like you don't have time to do your customer research because you're so busy chasing sales...but I'm here to tell you that you don't have time to NOT do your customer research.

This work is the basis of EVERYTHING you will do to grow your business both today and in the future so take your time to understand:

- WHO you are looking to target
- WHAT separates them from their market
- WHAT they care about
- WHERE you can connect with them

This work will make everything so much easier in the future.

Words Of Warning:

When it comes to customer avatars, we've found lots of people tend to get "paralysis by analysis" and put off marketing so they can gather more data.

Don't be one of those people!!!

While this exercise is SUPER IMPORTANT, you will ALWAYS be learning more about your customer as you interact with them and receive feedback…but the value is in the INTERACTION.

Do the research to get a basic idea of who you like (and who you don't) and then start testing stuff out.