

# Buyer Persona Cheatsheet

## Name the persona

## Employed yes/no

- Key information about their company (size, type, etc.)
- Details about their role

## Demographics

- Age
- Gender
- Salary / household income
- Location: urban / suburban / rural
- Education
- Family

## Interests

- Hobbies -
- Activities -
- Likes/dislikes - shopping preferences, how to communicate(email, phone), etc.



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**Goals and challenges:**

- Primary goal
- Secondary goal
- How you help achieve these goals
- Primary challenge
- Secondary challenge
- How you help solve these problems

**Values / fears**

- Primary values
- Common objections during sales process

**Marketing agenda - what service/product will fix their need**

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## **Elevator pitch - how you will sell to them**

### **Some questions to keep in mind and/or learn from your prospects**

- What's important to them and what problem do they need solved?
- What's standing in the way or necessitating their need to change/buy?
- How do they go about change or buying?
- What do they need to know to embrace change or a purchase?
- Where are they getting their advice or information?
- What's the value they are expecting from this purchase/change?
- Who else is involved in decision making?
- What could cause them to change their mind or put off decisions



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## Personality Types of Persona and How to Sell to Them

Buyer Type	Thought Process	Marketing Content Type	Approach	Examples of Content
Unaware	doesn't know needs	interruptive marketing	hit the pain	quote reputable sources (news, trends, issues)
Hesitant	unsure of needs	educate	allow comparison, self-qualify	DIY articles and blogs, list of best practices, advice and instructions
Investigative	needs facts	educate	nurture and allow self qualification	ebooks, show benefits and unique qualities
Involved	needs to be shown confirmation	validate	remove doubt and risk	provide data, case studies, detailed comparisons
Committed	sees the solution	validate	demonstrate usefulness	analytics, testimonials
Invested	problem solved	exclusive	informative, personalized	special offers and promotions