

A teal fork is positioned on the left side of the page, and a teal knife is on the right side. In the center, a double-lined teal circle contains the text. The background features teal geometric shapes: a large triangle on the left and a smaller one at the top.

Creating a Customer Persona Cheat Sheet

Customer Name
Age, gender, marital status,
family, interests, location,
income, education,
hobbies, pastimes, job,
buying patterns etc

Goals & Values
What are the customer's
ambitions? What's
important to them?



Challenges & Pain Points
What problems do they have,
where do they go, or what do
they do to solve their
problems? What are their
objections to a sale?

Sources of Information
How can we reach them
and what media do they
use?



Role in Buying Process
Are they the primary
decision maker? Are they
a decision influencer?

Market your company as if you were
marketing a person or character.



the
marketing
menu

Understand client needs and expectations

What are their hopes?

What are their fears?

What is their key reason for buying?

What interests them - is it style, quality, service?

What do they want to know?



How do we meet their needs?

How will we meet their needs?

How will we exceed their expectations?



Key messages to convey

What happy clients today can we reference in our communications (why did they buy, why are they happy)

What tone or personality do we wish to portray?

What is the net impression that we want customers to take away with them?



Single most important message

What is the single most important message that we must communicate to each audience (think back to needs/wants)



Understand how your customer ticks

Once you get the hang of it, you'll be churning out multiple personas representing different segments of your market, so you can communicate better with them.



ABOUT THE MARKETING MENU

The Marketing Menu Podcast is a collaborative adventure between Nicky Matthews and Liz Gordon, and the occasional guest speaker. Join us on our journey as we seek to address the world on all things business marketing, with the occasional food analogy of course!

Together we seek to demystify marketing terminology and make good advice accessible to all, with no Americanisms or techno babble, just sound, honest, useful advice that you can put into business with confidence.

Please comment, share and subscribe and of course get in touch so that future broadcasts may be tailored specifically around your needs.

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