

BUYER PERSONA WORKBOOK

DEFINE YOUR TARGET AUDIENCE



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BUYER PERSONAS

Buyer personas are fictional, generalized representations of your ideal customers. They help you define and understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups.

The strongest buyer personas are based on market research as well as on insights you gather from your actual customer base (through surveys, interviews, etc.) Depending on your business, you could have as few as one or two personas, or as many as 10 or 20 (start with 2 or 3.)

USING BUYER PERSONAS

At the most basic level, personas allow you to personalize or target your marketing for different segments of your audience. For example, instead of sending the same lead nurturing emails to everyone in your database, you can segment by buyer persona and tailor your messaging according to what you know about those different personas.

INFORMATION TO GATHER:

WHO:

Background: *Job? Career Path? Family?*

Demographics: *Gender? Age? Income? Location?*

Psychographics: *Demeanor, Lifestyle, Values, Communication preferences*

WHAT:

Goals: *Primary; Secondary*

Challenges: *Primary; Secondary*

What we can do: *To help achieve goals; overcome challenges*

WHY:

Real Quotes: *About goals/challenges*

Common Objections: *Why they wouldn't work with us*

HOW:

Marketing Messaging: *Describe your solution to your persona*

Elevator Pitch: *Sell your solution to your persona*

BUYER PERSONA EXAMPLE

1 PERSONA NAME: Busy Blaire SECTION 1: WHO?

2 BACKGROUND
Job? Career path? Family?
Mid-level executive at a pharmaceutical company
Married with 2 elementary school-aged children

3 DEMOGRAPHICS
Male or female? Age? Income? Location?
Female
44
combined income of \$225k
Suburbs of San Diego

4 PSYCHOGRAPHICS
Demeanor? Lifestyle? Values?
Communication preferences?
Direct, smart, quick-witted, likes to be in charge
Exercise is important as is health, but juggles a busy, stressful schedule
Values family, social engagement, climbing the career ladder
Prefers texting or emails

PERSONA NAME: Busy Blaire SECTION 2: WHAT?

5 GOALS
Primary goal? Secondary goal?
Primary goal: To lower cholesterol
Secondary goal: To lose some weight

6 CHALLENGES
Primary challenge? Secondary challenge?
Primary challenge: Her full schedule & making time to eat healthy
Secondary challenge: Making time to exercise regularly

7 WHAT WE CAN DO
...to help our persona achieve their goals?
...to help them overcome their challenges?
Set up a diet and fitness plan for her that will reduce her cholesterol and help her manage her stress levels.
The plan includes online fitness and coaching sessions to make it easy for her to stay on track even with a busy schedule.

PERSONA NAME: Busy Blaire SECTION 3: WHY?

8 REAL QUOTES
About goals, challenges, etc.
"Between running my kids around to after-school activities, juggling my full-time job and making family time that includes my husband, I find it hard to get regular exercise and eat healthy."

9 COMMON OBJECTIONS
Why wouldn't they buy your product or service?
She may be reluctant to sign-up for a customized fitness program because of cost concerns.
She also may feel that it's another thing on her already-full plate that she may not be able to live up to.

PERSONA NAME: Busy Blaire SECTION 4: HOW?

10 MARKETING MESSAGING
How should you describe your solution to your persona?
We offer customized dietary and fitness systems that can be designed according to your budget and schedule. With online options and recorded sessions as well as the option of a personally assigned coach, we'll make sure you stay on track to reach your goals.

11 ELEVATOR PITCH
Sell your persona on your solution!
We provide customized, cost-effective systems to help you manage your diet and exercise goals.
With a schedule that you can work with and online options, we'll be there as guides to help you reach your health & fitness goals.

BUYER PERSONA TEMPLATE P.1



1

PERSONA NAME:

SECTION 1: WHO?

2

BACKGROUND

Job? Career path? Family?

3

DEMOGRAPHICS

Male or female? Age? Income? Location?

4

PSYCHOGRAPHICS

Demeanor? Lifestyle? Values?

Communication preferences?

BUYER PERSONA TEMPLATE P.2



PERSONA NAME:

SECTION 2: WHAT?

5 GOALS
Primary goal? Secondary goal?

Blank area for writing goals.

6 CHALLENGES
Primary challenge? Secondary challenge?

Blank area for writing challenges.

7 WHAT WE CAN DO
...to help our persona achieve their goals?
...to help them overcome their challenges?

Blank area for writing what we can do.

BUYER PERSONA TEMPLATE P.3



PERSONA NAME:

SECTION 3: WHY?

8

REAL QUOTES

About goals, challenges, etc.

Blank area for real quotes.

9

COMMON OBJECTIONS

Why wouldn't they buy your product or service?

Blank area for common objections.

BUYER PERSONA TEMPLATE P.4



PERSONA NAME:

SECTION 4: HOW?

10

MARKETING MESSAGING

How should you describe your solution to your persona?

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11

ELEVATOR PITCH

Sell your persona on your solution!

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Hello! I am Lindy Bostrom, founder of Bostrom Graphics. I am a brand expert and graphic designer that specializes in working with businesses in Natural Health & Wellness.

I have found that a lot of natural health organizations struggle with promoting their services. It can be overwhelming with all of the other daily tasks they juggle.

As a designer and marketer, I take a “brand-first” approach when working with clients which sets a foundation that makes marketing clear and simple. I not only provide brand strategy and logo design, but help clients with everything that they will need to market their services, like website design, sales collateral, email marketing and social media strategy.

[Contact me](#) for a free session.



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