MODULE 2: CUSTOMERS, COMPETITORS AND THE MARKET

My buyer personas

Lesson: Building buyer personas from evidence · about 15 minutes

Sort your bookings by situation and build two evidence-based personas for your business.

Your business (name, service, main city):

1. Sort your bookings from the last one or two years into three to five situations. For each, record the number of bookings, the average fee and the share of revenue.

2. Which group should be your primary persona, and what evidence supports that choice beyond revenue?

3. Complete the ten-line persona template for your primary persona. Mark any line that is a guess.

4. Complete a shorter version for a secondary persona: trigger, job, worries, where they look and proof.

5. **Describe your negative persona as a situation, not a type of person. What in your current marketing attracts them?**

6. **List two marketing changes you will make because of your primary persona.**

Check: can you now

- Combine interview notes, inquiry records and booking data into evidence for two or three personas
- Complete a one-page persona covering trigger, worries, decision roles, channels, proof and words
- Use personas to make specific marketing decisions while keeping them separate from who you serve

One change you will make this week