Build your customer persona

A customer persona is a hypothetical description of someone who represents your target audience. This persona is fictional, but based on research of your existing or desired audience.

You can't get to know every customer or prospect individually, of course. But you can create a customer persona to represent your customer base. Different types of customers might buy your products or services for varying reasons. For this reason, you should create more than one buyer persona.

Persona 1

Name:

Location:

Age:

Gender:

Career/Industry:

Income Level:

Relationship Status:

Interests:

Motivation to Buy:

Buying Concerns:

Other info:

Persona 2

Name:

Location:

Age:

Gender:

Career/Industry:

Income Level:

Relationship Status:

Interests:

Motivation to Buy:

Buying Concerns:

Other info:

Persona 2

Name:

Location:

Age:

Gender:

Career/Industry:

Income Level:

Relationship Status:

Interests:

Motivation to Buy:

Buying Concerns:

Other info:

Lead magnets

Picture your hypothetical customers (the two personas you just created). How can you serve these customers best? What are their wants, needs and desires? What problem can you solve for them? Give thought to the answers to these questions and use this to craft your lead magnet ideas.

Lead magnet 1:

Lead magnet 2:

Lead magnet 3:

Consideration:

Image idea(s):

Call to action:

Caption copy:

Conversion:

Image idea(s):

Call to action:

Caption copy: