



# who are you talking to?

## create buyer personas for a better conversation

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Do you ever feel like you're not being heard? Barbara's not going to listen if you aren't addressing her personally and sharing information just for her. Barbara's very busy!

Creating buyer personas is a great way to define your target audience and really get inside their head. What's important to them? What do they really care about. Get ready to focus on them. After all, it can't always be about you.

The following is a template for you to follow. Define your buyer personas by answering the questions in the template and then create a narrative that brings life to your persona. Not only should you use what you know about your current customers, verify it's true by asking them! The more focused and specific you can be the better your messaging will be.

Buyer personas will be the tool that guides your future marketing and communications.








## *Use Buyer Persona Templates to:*

- *define goals of clients*
- *help develop messaging*
- *outline timing of communication*
- *determine communication channels*

*Are you thinking what we're thinking? Think Pixa for all things strategy & design!*

# Persona canvas

## Template

 <h3>GOALS</h3> <ul style="list-style-type: none"><li>• What are our buyer's business goals?</li><li>• What is our prospect's personal goals?</li><li>• What organization goals affect their buying behavior?</li></ul>	 <h3>BUYING PROCESS</h3> <ul style="list-style-type: none"><li>• What buying process do our buyers follow?</li><li>• How do relationships influence the buying process?</li></ul>	 <h3>PROSPECT THINKING</h3> <ul style="list-style-type: none"><li>• Which attitudes hurt/help us on the part of prospects?</li><li>• What perceptions &amp; beliefs do our prospects have?</li><li>• How does prospect thinking affect purchasing behavior?</li></ul>
 <h3>DEMOGRAPHICS</h3> <ul style="list-style-type: none"><li>• What is their age ?</li><li>• What is their income Level?</li><li>• Male/Female?</li><li>• What is their profession?</li><li>• What is their background</li></ul>	 <h3>CHANNELS</h3> <ul style="list-style-type: none"><li>• Which channels do our prospects use?</li><li>• Where are our prospects socially?</li><li>• What external sources do they frequent?</li></ul>	 <h3>INFLUENCERS</h3> <ul style="list-style-type: none"><li>• Who are the influencers to the buying process?</li><li>• Who participates in decision to buy?</li></ul>
 <h3>TIMING</h3> <ul style="list-style-type: none"><li>• What are the seasonal patterns of our prospects?</li><li>• What is a normal purchasing cycle?</li></ul>		

# Persona canvas

## Polly Prospect










Use this space to create the narrative for your persona. This helps to focus in on an individual as you craft messages to your prospects. Direct marketing is more powerful when the messages are created in such a way as to engage your audience on an individual level.

By creating her story, your persona becomes real and reminds us as marketers that our prospects are people not dollars.

Your narrative should include many of the key points outlined on the worksheet such as demographic information, buying process, and prospect thinking.



# Persona canvas

 <b>GOALS</b>          	 <b>BUYING PROCESS</b>          	 <b>PROSPECT THINKING</b>          
 <b>DEMOGRAPHICS</b>          	 <b>CHANNELS</b>          	 <b>INFLUENCERS</b>          
	 <b>TIMING</b>          	

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