

**AUDIENCE TARGETING**

**PERSONA  
WORKBOOK**

*Relish.*

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# I INTRODUCTION I

The first step to creating a customer or buyer persona is establishing what the heck a persona even is. Simply put (thanks to Hubspot), a persona is a semi-fictional representation of one of your core customers that help you better understand your core audiences and customers.

**Personas are fictional, generalized characters that encompass the various needs, goals, and observed behavior patterns among your real and potential customers. They help you understand your customers better.**

Establishing your personas will enable you to have a better understanding of the types of information you should be creating to help guide site visitors through the buyer's lifecycle, the tone and timbre you should use when creating materials, and where you should focus your outreach efforts in order to get in front of your target audience most effectively. A well-crafted persona "comes to life" as a no-nonsense representation of your core customer – one with whom you can become more familiar the more you hone their description – which leads to an increased level of comfort and understanding that helps guide your outreach and content offers. All of this research should be people-focused rather than company-focused. The key idea behind persona development is to remind us that we sell to other, identifiable people in all our interactions. Though they may represent companies, at the end of the day, we are dealing with interpersonal relationships in all of our business dealings.

# 1

## | HOW TO DEVELOP PERSONAS |

The first step to developing personas is to create a list of questions to ask yourself and your team that will help identify the core qualities of your target audience. There are no “right” or “wrong” answers as you start persona development – all answers help hone your core audience characteristics. These representations take into account a wide range of information about your target customer, client, or buyer including:

- **Demographics:** Age, education-level, income, marital-status, etc.
- **Role:** This person’s role in his or her company including how their performance is measured, skills required, and to whom they may report
- **Interests:** Personal and professional interests, hobbies, activities, etc.
- **Needs/Goals:** What is your persona attempting to accomplish and how will they reach these goals?
- **Challenges:** What obstacles stand in their way to achieving their goals?
- **Watering holes:** Where they go to get information about their job. Associations and networks to which they belong. Where they turn to get answers to help them reach their goals and/or overcome challenges.
- **Shopping preferences:** How they prefer to interact with vendors and where they go online to research vendors or products.
- **Company information:** Revenue, employee count, industries, etc. (though again, make sure these augment the target personality and don’t get too caught up in company demographics).

The following section includes a list of questions you can use as you start to develop your personas.

# 2

## | PERSONA QUESTIONS |

As you start to find answers these questions, you will begin to see trends in your answers and may even be able to identify multiple audiences for whom you can develop personas. In this case, segment your answers to identify a variety of distinct personalities with whom you should interact. These are just a few examples of questions you can ask to define your target audience(s). Customize these to fit your business and audience to get even more insight into your personas.

### **RESEARCH AND DATA**

What kind of customer data do you have? Email list? Demographics? Interests, behaviors, etc?

Do you have any customer testimonials?

### **DEMOGRAPHICS**

Gender:

Age:

Income:

Education:

Employment:

Job Title:

Family:

# 2

## | PERSONA QUESTIONS - CONTINUED |

### PROBLEMS AND PAIN

What is your customers' pain? What problems do they have? What is annoying to them? What is frustrating? What makes them think, "Man I am fed up with this"?

What are their fears and frustrations?

What do your customers really need? What do they think they need?

What do *they* desire personally rather than what they say their company desires?

How do you solve their problems? How do you ease their pain?

What's important to your customer? As it relates to your product or service, certainly, but also in general.

List the 4-5 most common questions your customers ask. Also write the answer, in the voice you would speak to your customers with.

Do your customers require any kind of education before they are ready to buy?

What is the most helpful information or knowledge you provide your customers?

What story can we tell to help your customers connect with you?

## 2

### | PERSONA QUESTIONS - CONTINUED |

What should your customers know about the product or service you offer, but they rarely do?

In what ways can you educate your customers?

What are the most important things you want your customers to know about you?

What is something that surprises your customers when they learn?

Why should your customers care about what you have to say?

#### **BEHAVIORS AND CHARACTERISTICS**

Who are your current “ideal” customers?

What is their personality like?

What do you chat with them about?

What magazines or newspapers do they read?

What websites do they visit?

What shows do they watch?

## 2

### | PERSONA QUESTIONS - CONTINUED |

What brands do they like?

Where do they shop?

What do they share and post about on social media?

What else are they interested in?

Where do they go? What do they do?

Who do they interact with?

What do they spend money on?

How many of your current customers are your ideal customers (what %)?

Who are not ideal customers (bad customers)?

For even more questions to ask yourself about your target audience, check out this list of 100 questions from Hubspot: <https://blog.hubspot.com/marketing/buyer-persona-100-questions>



# 3

## | PERSONA EXAMPLE |

Once you have answered the questions that help build a framework for your personas, develop a story around each one that brings each character “to life”. This story should paint a very clear picture of who you are seeking to entice to visit your business.

Focus the story on:

- **Roles**
- **Goals**
- **Challenges**
- **Demographics**
- **The Persona Story**
- **Name and bio photo**

For each of these areas of persona development, more information is better than less. Keep in mind that your personas can evolve over time (as your business changes, you get more familiar with your core customers, or you just get better at developing personas!). These are not static and can change and grow often as you collect more information. The more information you can weave into your personas the better your understanding of your target audience will be – and the better you can be at crafting your outreach to entice them to become your customers.

# 3

## | PERSONA EXAMPLE - CONTINUED |



I am a...  
**Agency Owner/Founder**

### Internal Notes

<b>Roles</b>	Creative Director, graphic designer, babysitter of staff, HR, marketing and janitorial services. I am a husband, father and friend.
<b>Goals</b>	I started and run my own creative design agency. We are a small company, but have reached profitability and stability. I am the owner and founder and chief bottlewasher. I value creativity, speed and loyalty. With those traits, I can create almost anything. I am trying to create an inspirational environment for myself and my employees, a place where good work done on time for the right budget is the rule and not the exception. I would like to reach a point where we are not just financially stable, but thriving. I would like to be known for our quality and creativity, and I would like my services to be scalable nationally.
<b>Challenges</b>	I can't offer all services to all people because we are a small shop. My deadlines sometimes slip due to freelancers. I spend so much time working my business that I don't have much time to work on my business - there are just so many hats to wear. And I spend all my awake time thinking about what I need to do next. I'd just like to have a vacation. A real vacation.

### Demographics

<b>Age</b>	38-50
<b>Income</b>	150K
<b>Education</b>	BA
<b>Location</b>	Urban or Suburban area

### Story

<b>Story</b>	<p>My objection to Visual Creatives is that we are fundamentally competitors, offering many of the same services (branding, design work). When it comes to inbound marketing, I don't know if I can afford to outsource it yet and if it will yield the results I am looking for.</p> <p>If I were to engage Visual Creatives I would want to look at them as an extension of my own product line and staff. I'd like their work to feel like my work, and I'd need to have confidence in their ability to deliver ahead of my deadlines. I don't need any more stress in my life.</p> <p>My day is filled with client calls, outsourcing calls and running the business. I have to fight for the time that keeps me creative, but I find it. For information I go to the web and whatever TV news shows my wife has on in the mornings. At night I unplug to watch tv or read or rent a movie and play with the kids.</p>
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# 4

## | IT'S ABOUT PEOPLE |

If there is one takeaway from this exercise, it would be to remember that you are dealing with *people* not *companies*. We often hear clients talk about companies they want to go after to help grow their businesses. There is nothing wrong with picking out some big players in your industry (company-wise) but always keep your focus on the *people* within that company with whom you will need to establish a trusting relationship to help land that big client. Persona development is the first step on the road to successful outreach and converting traffic to customers.

# | ABOUT US |

**Relish Studio creates modern, digital experiences to drive customer interactions that produce quality engagements.**

We create solutions that amplify your brand in today's increasingly important digital space. Good strategy, good creative, and flawless technical implementations are what makes the difference. We craft comprehensive digital strategy solutions which include interactive and social components that work together to drive engagements. Brand amplification, creative digital solutions, and proven traffic generation systems combine to bring your project to life. Connect with us today at [relishstudio.com](https://relishstudio.com) , [info@relishstudio.com](mailto:info@relishstudio.com) or 303.825.4441 to learn how we can help you.

