

Buyer Persona Grid

Follow the steps below to determine your key buyer personas and work towards better understanding what will motivate the right people to engage with you.

- 1 Work together to come up with a list of the different types of people your product or service can help. If any groups are likely to behave similarly then merge them together. We're looking for differences here.
- 2 Once you've got it down to the three to five most valuable buyer personas you're ready to go.
- 3 Enter each buyer persona across the top of the grid on the next page. If you have more than three buyer personas start a new grid.
- 4 For each buyer persona enter the most important factors in each cell.
- 5 Finally rate their importance to your overall success.
- 6 Every time you create copy, consider running a campaign, change your website, or take any significant marketing action, check back to this grid. Ask yourself if what you're about to do likely to motivate or turn off your main buyer personas? If it's likely to have no impact then move on and find something that will. You have finite resources, use them wisely and for the greatest impact!

Buyer Persona Grid



| | #1: _____ | #2: _____ | #3: _____ | #4: _____ | #5: _____ |
|----------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|
| Describe these people (demographics, personality, etc.): | | | | | |
| What is their real-world problem/opportunity? | | | | | |
| Describe the value they will get from your product or service? | | | | | |
| What sorts of things will motivate them to use you? | | | | | |
| What are their main buyer concerns? | | | | | |
| Rate their importance to you (1-10): | | | | | |

Detailed Buyer Persona

A detailed Buyer Persona takes an extra step in terms of trying to humanise the buyer. It gives you additional information about who your perfect buyers are. You should adapt this form to your specific requirements.

Here are the steps for getting the most out of this process:

- 1 Download our template for the 'Buyer Persona Grid' and first work through the process to uncover your most important personas.
- 2 Then for each important Buyer Persona fill out this document.
- 3 Like with the grid, every time you create copy, consider running a campaign, change your website or take any action at all check back to the personas likely to be impacted. Is what you're about to do likely to motivate or turn off your main buyer personas? If it's likely to have no impact then move on and find something that will. As always, you have finite resources, use them wisely and for the greatest impact!

Detailed Buyer Persona

ROCKET

Persona Name: _____

Personal Demographics

Gender:

Age (range):

Marital/family status:

Education level:

Income (range):

Location:

Need / Problem / Opportunity

How does the persona define the need / problem / opportunity?

What is their unspoken question?
What is the conversation already going on for them?

What are the keywords they would associate with this need / problem / opportunity?

What does this persona purchase now to solve this problem?

Typical Buyer Journey

Describe a typical buyer journey for this persona:

Goals & Values

General professional or life goals:

General values/traits:



| | |
|----------------------------------------------------------------------|--|
| Goals in making the purchasing decision: | |
| Any values that will impact on the purchasing decision: | |
| Obstacles | |
| What are the obstacle in their way? | |
| What are the problems with the existing solutions available to them? | |
| Company Information | |
| Industry: | |
| Company Size: | |
| Role | |
| Job title: | |
| Reports to: | |
| Main duties: | |
| Preferences and Objections | |
| Product / service preferences: | |
| Product / service objections: | |
| Online Activity | |
| Primary communication: | |
| Uses the internet for: | |
| Does research: | |