

# i hello **BOLDers!**

## Create your ideal client profile

Guide and template

NORMAL IS BORING

**be .bold**

# Your Buyer Persona

If you have a business, sell products or you offer a service that solves the needs of thousands of people, do you know who these people are?

To connect with your client (or ideal client), you need to know them, understand how they act, what their needs, tastes and likes are, their fears, where they are...

This guide will help you **identify each one of your ideal clients** and **create your clients' buyer persona**, which is basically a fictitious character that represents different segments of your potential clients.

What's the purpose of identifying your buyer persona?

- To have a clear vision of your ideal customer and connect better with them.
- To segment and align your campaigns in a more appropriate way.
- To act and respond more effectively to customer needs.

# Learn more about your ideal client

Study your audience and gather basic data such as demographics.

Knowing this data in-depth will help you create a true buyer persona that closely reflects the profile of your ideal client .

*Use your current and recurring client data, specifically the data of those who you know are the kind of clients you want to target and analyze patterns. This will help you refine your ideal client definition.*

Focus on knowing their:

- Age Group
  - 15 - 24
  - 25 - 34
  - 35 - 44
  - 45 - 54
  - 55 +
- Gender
- Educational level
- Profession  
(Student, employee, self-employed, stay-at-home, etc.)
- Location  
(City, County, State, Region, Country).

# Find out what your ideal client likes to do...

Get to know their desires and interests to connect better with them. This will allow you to approach them and effectively target your communication.

- **Answer the following questions:**
- What social media platform he/she uses?
- What does he/she do for fun?  
  
What of your clients interests are connected to your business?
- Which means do they use to consume content?
- What are their daily needs?

# And discover what they feel...

From the big picture to the most specific details.

What is my client's personality like?

What questions he/she frequently asks?

What are their fears or weaknesses?

**Observe and listen to your audience to try to understand and answer the following questions:**

- What do they most desire ?
- How much are they willing to pay to have their desire fulfilled?
- What motivates them?
- How do they solve their problems?

# Their doubts are also important...

When offering a solution tailored to your clients, showcasing the added value your brand offers, be aware of any possible objections or doubts they may have.

Answer the following questions:

- What issue is your ideal client trying to solve?
- What is preventing them from achieving their goals?
- What barriers do they face before contracting your services/products?

**These questions are the foundation for building your response plan to address your clients' questions:**

- What is the worst that can happen, if not resolved?
- What keywords or phrases do they typically use?
- What will help them achieve their goals?

*Define a solid answer and step forward to make your sale effective.*

## #BOLDtips!

- Keep the description of your ideal client or "buyer persona" brief and relevant. Advice: Empathize! If you are unable to connect with your customer, there are many more steps to take.
- Don't be afraid to get creative! Start by writing everything you can come up with and then focus on the customer you want to have, rather than the one you already have.

*We recommend making a buyer persona for each segment you want to target.*

You have created your ideal client(s), it's time to...

Take action!

- *Create content that responds to the issues and goals of each buyer persona.*
- *Analyze what you want to communicate and the means to do it to better connect with your customers.*



*Enjoy learning about your customers!*

Full Name

Segment

.....

.....



Age

[Grey input box]

Location

[Grey input box]

Occupation

[Grey input box]

Family

[Grey input box]

Relevant data:

[Large grey input box]

Personality (Remember to empathize)

[Large grey input box]

Motivating Factors

[Large grey input box]

Objections

[Large grey input box]

Goals

[Large grey input box]

Favorite channels

For example social media, online magazines, websites, etc.

[Grey input box]

Your Message

[Large yellow input box]



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