

THE BUYER PERSONA WORKBOOK

CAPTURE THE
RIGHT CLIENTS,
AND **GET PAID**
WHAT YOU'RE WORTH!



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PURPOSE:

Charge what you're worth as a *minimum*. Find your ideal buyers by creating a buyer persona/avatar.

THE OUTCOME OF THIS WORKBOOK:

- Getting clients easily
- Getting paid what you're worth.
- Not having to cheapen yourself.
- Feeling confident that you are reaching your financial goals.
- Finding your ideal customers so you can target them, and make them magnetized to your business
- Increasing your client base
- Bringing in clients for ongoing work

THE PRIMARY KEY TO UNDERSTANDING BUYERS:

More people= more money, right?

Wrong. Your audience is NOT everyone.

Targeting the wrong buyers can be detrimental to your business. Why would you try and pitch soccer boots to basketball players? Or gardening supplies to people who live in apartment blocks? Some people don't need your products or services, others don't want them. Pushing your business on them is pointless, and could have a negative backlash by unhappy customers who leave negative reviews of you.

There are people out there who WANT what you have to offer and they want it bad. Finding them, and targeting them, will make selling yourself *so much easier*. Just like dating, you want them to be attracted to you. You want to work with people who are a match, who want what you offer and adore you for it.

This workbook will help you do that.

THE 80/20 RULE:

Otherwise known as the *Pareto Principle*, it is the concept that 80% of the outcome results from 20% of the cause. In this instance 80% of your income comes from 20% of your clients, and that 80% of your bookings comes from 20% of a specific *kind* of buyer.

IMPORTANT NOTE:

This does not eliminate any other potential buyers.

This is *not* going to stop other prospects from buying from you, but it does mean that your promotion will be more targeted to people who are **ready and willing to buy from you.**

HOW DOES THIS ALLOW YOU TO CHARGE MORE?

1. They will recognize the value you offer
2. They will know it's an investment worth the money.
3. By targeting them, they will feel like you are speaking directly to them, and solving their individual problems.
4. It will help you develop and innovate on more services and products that will guarantee sales.

YOUR BUYER PERSONA OUTLINE:

GET DATA!

The only way you're going to know your customers is by *knowing your customers*. This is **not a guessing game**. Get your information from:

- Your existing client base
- Your competitors
- Government resources
- Google
- Surveys
- Social media
- Industry data

This is not about what you believe is best, just because that's how *you* feel about your service or product. Saying to yourself, "Well I like it, so everyone else must," is the easy route into a long dark hole.

PUT DATA INTO A FORMAT THAT MAKES SENSE.

You have all this data, now what the hell do you do with it??

Getting overwhelmed with data threatens our plans for getting good buyers. You may as well be reading Latin with the success you have with making sense of it all.

Here are some examples of data that you should obtain for your records, to get a really thorough overview of your ideal buyer personas (this is just a brief introduction, you can add to this as you need to):

▷ DEMOGRAPHIC:

- Gender
- Age
- Married
- Children
- Where they live and work
- Education level
- Hobbies
- How much they earn a year
- Job role/what they do/the industry they're in
- How do they prefer to be contacted

▷ **WORK ROLE:**

- What does their typical day look like?
- What are their responsibilities?
- Is it an active or passive role
- What frustrates them most at work
- What brings them joy most at work
- What are their goals?
- Where do they want to go in their career?

▷ **PAIN POINTS:**

- What are their current challenges and issues at work?
- Who makes the final decision to make purchases?
- How do they want to feel when they're searching for a service/product?
- What would make them an immediate YES for buying your service/product?
- What is the process for making decisions in their workplace?

▷ **RESOURCES:**

- How do they search for products/services?
- Do they have access to being online? What is the quality of their connection?
- Do they know how to use the internet?
- Do they know how to use a computer?
- Do they have email? How often do they check it?
- What platform do they use (PC/smartphone/tablet)?
- Do they use social media? If yes, which/if no, why not?
- How do they access resourceful information outside the internet? -Phone book/newspaper/library/etc
- What sources on the internet do they trust the most/the least?
- What sources outside the net do they trust most? (Family/workmates/friends/experts?)

▷ **BUYING FROM YOU:**

- What do they want to experience when purchasing from you?
- What are their biggest challenges, or what would bring them difficulty, when purchasing from you?
- What would make them choose you over your competition?
- Have they bought from you/others in your industry for the same service/product before?

Don't immediately discard information you think is irrelevant. You might find that you can solve a lot of conflicts by providing a single solution for many issues they're experiencing.

By chunking data this way, it gives you a bird's eye view of the information and an easy way to break it down, without being overwhelmed.

PRIORITIZE DATA.

Your first instinct is to go straight to the data that you think relates most to you. This is important, yes, but also pay attention to the data that jumps OUT. The data that echoes, where there is strong repetition.

Do these buyers have very little time because of their family? Do they struggle to meet you because of where they are, or where you work? Do they earn enough to access the internet on a regular basis?

Begin to prioritize and filter the data from most important to least important. By ranking it this way you have a clear path on what pain points to focus on first.

GIVE YOUR PERSONAS A NAME.

It's time to name your personas, this will help you categorize them and keep them clear in your mind. Examples are:

- Sarah the snazzy engineer
- Michael the baker
- Fiona the green thumb
- James the efficient accountant
- Isobelle the actress

Give each one a unique name, make it as creative as you want, so long as *you know who they are*, and that it accurately represents that succinctly.

START WRITING UP YOUR PERSONA'S STORY.

Each story should start with an outline. Use the data dot points above to create your story. What is their day to day life like? What frustrates them, and what brings them joy? How do they interact with the world?

Get to *know your buyers*. Write about what really burns them up and stops them from buying, or what gets them super excited and can't possibly say no.

FOCUS ON THE GOLD.

You've got your buyer personas, now use them to your advantage. Use this information to focus your marketing and promotion efforts that will make them feel magnetized to what you can offer them.

Tell them how you can solve their problems. Show them how much value you can offer them, and how your service or product can improve their life exponentially.

TO SUM IT UP:

- Get **data**
- Put the data into a format that will **make SENSE**
- **Prioritize** the data
- Give your personas **a name**
- Start writing up your **personas stories**
- Focus on **the gold**

**CLIENTS DON'T BUY YOUR PRODUCT OR SERVICE,
THEY BUY AN EXPERIENCE. THEY WANT THE
EMOTIONS YOUR BUSINESS WILL MAKE THEM FEEL.**

You have worked hard and probably tried lots of different sales and marketing approaches with varied success. You may have gone through times where you wondered when the next piece of income was coming through the door.

It's now time to make it easier; to get clearer about what you really want; to use tested strategies and methodologies so you can work less whilst increasing your income and client numbers; to have the freedom you have always wanted to do whatever you want with your life.

We would love to offer you a free
EMPOWERING goal setting session.

Call us on **0405 505 351** or
email **info@maureenpound.com** to talk more!

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