



How to create your customer persona



SECTION 1: WHO?

Persona Name: Ann

BACKGROUND

Job | Family

- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

DEMOGRAPHIC

Gender | Age | Location | Income

- Female
- Age 30-45
- Dual HH Income: \$140,000
- Suburban

IDENTIFIERS

Comms Preference | Character

- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed

SECTION 2: WHAT?

Persona Name: Ann

GOALS

- Keep employees happy and turnover low
- Support legal and finance teams

CHALLENGES

- Getting everything done with a small staff
- Rolling out changes to the entire company

HOW WE CAN HELP

- Make it easy to manage all employee data in one place
- Integrate with legal and finance teams' systems

SECTION 3: WHY?

Persona Name: Ann



QUOTES

- “It’s been difficult getting company-wide adoption of new technologies in the past.”
- “I don’t have time to train new employees on a million different databases and platforms.”
- “I’ve had to deal with so many painful integrations with other departments’ databases and software.”



OBJECTIONS

- I’m worried I’ll lose data transitioning to a new system.
- I don’t want to have to train the entire company on how to use a new system.

SECTION 4: HOW?

Persona Name: Ann

MESSAGE

How can we describe our products and services

- Integrated HR Database Management

ELEVATOR PITCH

See your product to your persona

- We give you an intuitive database that integrates with your existing software and platforms, and lifetime training to help new employees get up to speed quickly.

Your Turn!

Here's a blank template so you can develop your customer persona.

(If you need more than one, simply select the slides on the left-hand side, right click, and choose "Duplicate.")



PERSONA NAME:

SECTION 1: WHO?

BACKGROUND

Job? Career path? Family?

DEMOGRAPHICS

Male or female? Age? Income? Location?

IDENTIFIERS

Demeanor? Communication preferences?



PERSONA NAME:

SECTION 2: WHAT?

GOALS

Primary goal? Secondary goal?

CHALLENGES

Primary challenge? Secondary challenge?

WHAT CAN WE DO

... to help our persona achieve their goals?

... to help our persona overcome their challenges?



PERSONA NAME:

SECTION 3: WHY?

REAL QUOTES

About goals, challenges, etc.

COMMON OBJECTIONS

Why wouldn't they buy your product/service?



PERSONA NAME:

SECTION 4: HOW?

MARKETING MESSAGING

How should you describe your solution
to your persona?

ELEVATOR PITCH

Sell your persona on your solution!