

How To Build, Engage, And Monetize
Massive Audience On Instagram

Buyer Persona **WORKSHEET**



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Strong Marketing. Insane Revenue!

What Are Buyer Personas?

Buyer personas are fictional, generalized representations of your ideal customers.

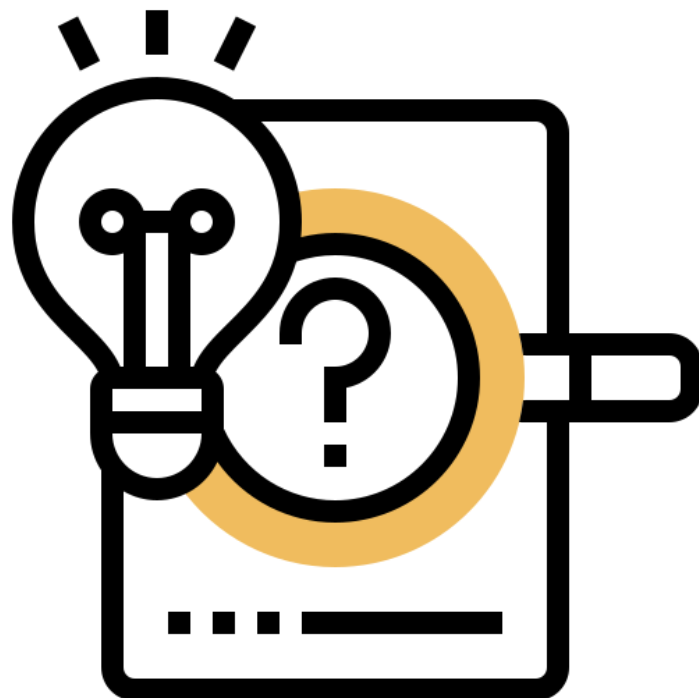
They help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups.



The strongest buyer personas are based on market research as well as on insight you gather from your actual customer base (through surveys, interviews, etc.)

Depending on your business, you could have as few as one or two personas, or as many as 10 or 20.

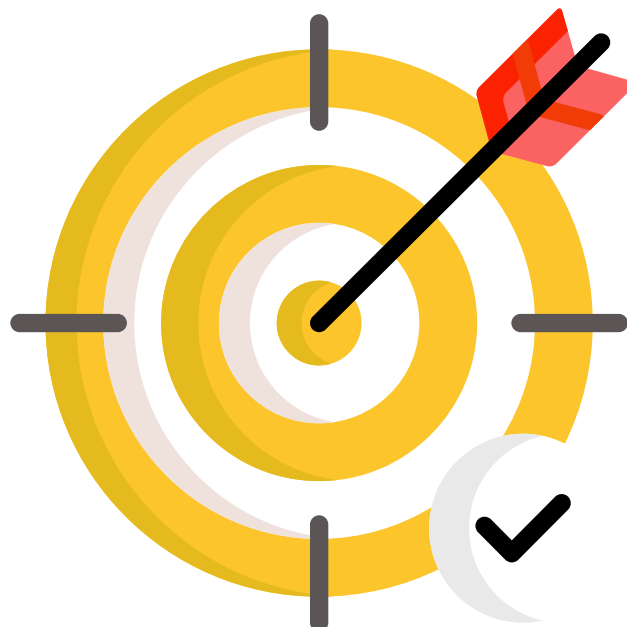
(Note: If you're new to personas, start small! You can always develop more personas later if needed.)



How Can You Use Buyer Personas?

At the most basic level, personas allow you to personalize or target your Instagram marketing for different segments of your audience.

For example, instead of creating a promotional post for everyone in your audience, you can use your buyer persona and tailor your messaging according to what you know about this persona.



WORKSHEET

Persona Name:

**What Is Their
Background?**

job? Career Path? Family?

Demographics

Male or Female? Age?
Income? Location?

Identifiers

Demeanor? Communication
Preferences?

Goals

Primary goal?
Secondary goal?

Challenges

Primary challenge?

Secondary challenge?

What Can We Do

...to help our persona
achieve their goals,
overcome their challenges?

Common Objectives

Why wouldn't they buy
your product/service?

Marketing Messages

How should you describe your
solution to your persona?

Their Fears

What are they afraid of?

Their Desires

What do they want?