

A Portfolio Professional's
**GUIDE TO
CREATING
BUYER PERSONAS**



Building a business as a portfolio professional can be tricky, at least in the beginning. No matter how strong your offering is or how enthusiastic you are to get off the ground, it can sometimes feel like you're shouting into an echo chamber.

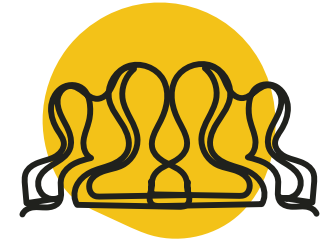


So how do you ensure you're finding and converting prospects in the most effective way?

Today, businesses have to work harder to break through the noise. The competition is stiff, which is why you need to do everything you can to target and personalise your marketing efforts. The more targeted your marketing is, the easier it is to land quality clients - it's as simple as that.

The best way to do this? Create some killer buyer personas.






But what is a buyer persona?

Put simply, a **buyer persona** is a **detailed description of your target customer**. It allows you to create a physical manifestation of who your customer really is - how they think, what they need, how they might benefit from you. This includes everything from hobbies to their career history and lifestyle, all written as if that customer were a real person. It goes beyond just basic demographics and dives deep into **the little details** that help you better understand what makes your customers tick.

This sort of information provides a clearer picture of how real world customers make decisions, helping you determine:

- what problems the customer needs solved,
- how your business or services can help,
- what type of content/advertising is most likely to resonate with them, and how they will engage in the sales process.

Here's a quick example of what we mean, taken straight from The Portfolio Collective brand book:



Ambitious Focused Admired

OCCUPATION:
Accountant

AGE:
36

ESTEFAN

GOALS:

- Grow a strong industry reputation.
- Recognition for success.
- Financial security for young family.
- A healthy work/life balance.
- Mentor juniors.

FRUSTRATIONS:

- Not having enough time with family.
- Wants to be seen as a "go to advisor".
- Not managing different work flows efficiently.

NEEDS:

- An easy to use platform that won't take too much time to navigate.
- No brainer recommendations.
- Professional content that he can trust.

BACKGROUND:

Estefan is an accountant in a small family office. He is thinking of setting up his own business or becoming a freelancer. He is open to trying new things.

Estefan has a wife and 2 young children. He has a passion for sports but finds little time for any hobbies.

He is a subscriber of FT and HBR and likes to keep up to date with current affairs.

THE EXPERT

Understanding of Portfolio Careers

Speculative Accurate

Attitude Towards Portfolio Careers

Skeptical Enthusiastic

Influence on Community

Low High

Ready to start? Let's break it down into a few simple steps...

STEP 1: Research, research, research

You may think you know what your customers need, but without the stats and figures to back that up, you risk leading yourself down an **uninformed path**. The best way to get to know your customers is to **speak to them directly**. Send out surveys and set up interviews with clients, prospects, and referrals. You can also dig through your database to uncover trends.

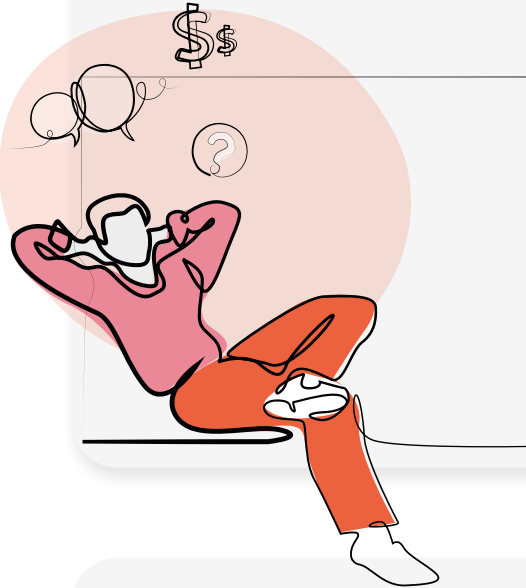
When interviewing clients, you want to gauge:

1. THEIR BACKGROUND

- Are they married/do they have children?
- How old are they?
- What gender do they identify with?
- What is their job title?
- How big is the company they work for?
- What industry do they work in?



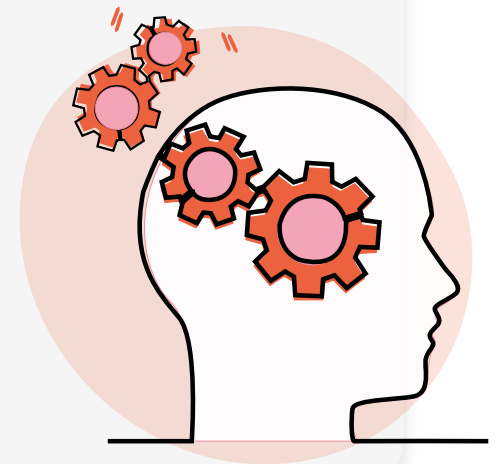
2. THEIR MOTIVATIONS



- What does a typical day look like?
- What do they do for fun?
- Are they prone to indulgence or cost cutting?
- What values do they hold?
- What does success look like to them?

3. THEIR BEHAVIOUR

- How do they learn about products/services?
- What social media platforms do they use?
- What offline resources do they subscribe to?
- Who do they ask for recommendations?
- What types of mobile devices do they own?



4. THEIR CHALLENGES



- What is the most frustrating part of their job?
- What's the worst customer service experience they've had?
- What do they most commonly worry about?
- What might stop them from purchasing a service/product?



TOP TIP:

Diversity is key. Don't just pick a few people who you know are similar. Ensure you speak to people from various backgrounds, target markets, and buying situations. This includes people who have chosen NOT to hire you. It helps to find out why!



STEP 2: Turn that data into stories

Once you start to identify patterns and commonalities, you can transform the data into three dimensional personas that help you really up your **targeting and personalisation game**.

We recommend sticking to around **three to five personas**. Anything less may mean you're not effectively segmenting your different customer types. Anything more and you might be trying to cast your net too wide.

From there, you can **tailor all your communications and marketing material** to the people who are most likely to want to hire you. This should feed into whatever content you create, from articles and infographics to paid ads on social media.



TOP TIP:

Not every piece of content you create needs to appeal to all of your personas. Sometimes a blog or article speaks to just one, and that's fine. When it comes to social media advertising, we recommend tailoring your messaging to individual personas for the best results.

Ready to give it a shot? Here's a template you can work from.



TARGET CUSTOMER NAME:

ARCHETYPE:

Occupation:

Age:

Gender:

Location:

Frustrations:

1.
2.
3.

Needs:

1.
2.
3.

Goals:

1.
2.
3.

Background & interests:

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Preferred social media:

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ LinkedIn
- ☐ Other

Eager to learn more about buyer personas and building your sales pipeline?

Sign up to our **Catapult course** where we dive into all this and more, plus marketing insights and tips for building up your brand.

