

———— HOW TO CREATE ————  
**BUYER PERSONAS**  
———— FOR YOUR BUSINESS ————

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AGENCY LOGO

# 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 insights 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.)

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# What Are Negative Personas?

- Whereas a buyer persona is a representation of an *ideal* customer, a negative -- or “exclusionary” -- persona is a representation of who you *don’t* want as a customer.
- This could include, for example, professionals who are too advanced for your product or service, students who are only engaging with your content for research/knowledge, or potential customers who are just too expensive to acquire (because of a low average sale price, their propensity to churn, or their unlikelihood to purchase again from your company.)

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# How Can You Use Personas?

- At the most basic level, personas allow you to personalize or target your marketing for different segments of your audience. For example, instead of sending the same lead nurturing emails to everyone in your database, you can segment by buyer persona and tailor your messaging according to what you know about those different personas.
- If you take the time to create negative personas, you'll have the added advantage of being able to segment out the "bad apples" from the rest of your contacts, which can help you achieve a lower cost-per-lead and cost-per-customer (and see higher sales productivity).

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## How Can You Use Personas?

- When combined with lifecycle stage (i.e. how far along someone is in your sales cycle), buyer personas also allow you to map out and create highly targeted content.

# How Do You Create Buyer Personas?

- Buyer personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers, prospects, and those outside of your contact database who might align with your target audience.
- Here are some practical methods for gathering the information you need to develop personas:
- Interview customers either in person or over the phone to discover what they like about your product or service.

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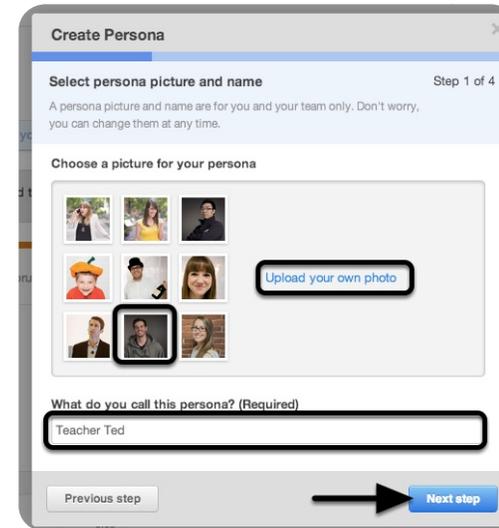


## How Do You Create Buyer Personas? (continued)

- Look through your contacts database to uncover trends about how certain leads or customers find and consume your content.
- When creating forms to use on your website, use form fields that capture important persona information. (For example, if all of your personas vary based on company size, ask each lead for information about company size on your forms. You could also gather information on what forms of social media your leads use by asking a question about social media accounts.)
- Take into consideration your sales team's feedback on the leads they are interacting with most. (What types of sales cycles does your sales team work with? What generalizations can they make about the different types of customers you serve best?)

# How Do You Create Buyer Personas?

- **HubSpot customers:** You can create and manage your personas within the Contacts tool. [Right click here, then select Hyperlink > Open Hyperlink to learn more!](#)
- **Customers and non-customers alike:** You can use the following 4-slide template to organize your persona data.
- First, we'll walk you through an example, then we'll leave you with some blank templates so you can get to it!



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Name of Persona	SAMPLE SALLY
<p data-bbox="690 411 980 448"><b>BACKGROUND</b></p> <p data-bbox="639 465 1031 502">Job? Career path? Family?</p>	<ul data-bbox="1284 322 2048 588" style="list-style-type: none"><li data-bbox="1284 322 1854 359">• Head of Human Resources</li><li data-bbox="1284 376 2048 531">• Worked at the same company for 10 years; worked her way up from HR associate</li><li data-bbox="1284 548 2007 588">• Married with 2 children (10 and 8)</li></ul>
<p data-bbox="682 688 988 725"><b>DEMOGRAPHIC</b></p> <p data-bbox="529 742 1141 779">Male or female? Age? Income? Location?</p>	<ul data-bbox="1284 628 1865 833" style="list-style-type: none"><li data-bbox="1284 628 1600 665">• Skews female</li><li data-bbox="1284 682 1569 719">• Age 30 – 45</li><li data-bbox="1284 736 1865 773">• Dual HH Income: \$140,000</li><li data-bbox="1284 791 1528 828">• Suburban</li></ul>
<p data-bbox="715 965 955 1002"><b>IDENTIFIERS</b></p> <p data-bbox="524 1019 1151 1056">Demeanor? Communication preferences?</p>	<ul data-bbox="1284 876 2028 1139" style="list-style-type: none"><li data-bbox="1284 876 1651 913">• Calm demeanor</li><li data-bbox="1284 931 2028 1025">• Probably has an assistant screening calls</li><li data-bbox="1284 1042 1819 1139">• Asks to receive collateral mailed/printed</li></ul>

Name of Persona	SAMPLE SALLY
<p data-bbox="772 354 907 389"><b>GOALS</b></p> <p data-bbox="606 408 1072 444">Primary goal? Secondary goal?</p>	<ul data-bbox="1281 319 2058 475" style="list-style-type: none"><li data-bbox="1281 319 2058 411">• Keep employees happy and turnover low</li><li data-bbox="1281 429 1964 475">• Support legal and finance teams</li></ul>
<p data-bbox="708 572 970 608"><b>CHALLENGES</b></p> <p data-bbox="524 626 1154 662">Primary challenge? Secondary challenge?</p>	<ul data-bbox="1281 512 2058 722" style="list-style-type: none"><li data-bbox="1281 512 2058 604">• Getting everything done with a small staff</li><li data-bbox="1281 622 1972 722">• Rolling out changes to the entire company</li></ul>
<p data-bbox="652 796 1026 832"><b>WHAT CAN WE DO</b></p> <p data-bbox="524 851 1154 886">...to help our persona achieve their goals?</p> <p data-bbox="466 896 1212 932">...to help our persona overcome their challenges?</p>	<ul data-bbox="1281 759 2058 969" style="list-style-type: none"><li data-bbox="1281 759 2058 851">• Make it easy to manage all employee data in one place</li><li data-bbox="1281 869 1951 969">• Integrate with legal and finance team's systems</li></ul>

Name of Persona	SAMPLE SALLY
<p data-bbox="698 525 978 565"><b>REAL QUOTES</b></p> <p data-bbox="626 579 1049 619">About goals, challenges, etc</p>	<ul data-bbox="1284 319 2074 811" style="list-style-type: none"><li data-bbox="1284 319 2074 474">• “It’s been difficult getting company-wide adoption of new technologies in the past.”</li><li data-bbox="1284 488 2074 642">• ”I don’t have time to train new employees on a million different databases and platforms.”</li><li data-bbox="1284 656 2074 811">• “I’ve had to deal with so many painful integrations with other departments’ databases and software.”</li></ul>
<p data-bbox="606 942 1070 982"><b>COMMON OBJECTIONS</b></p> <p data-bbox="489 996 1187 1036">Why wouldn’t they buy your product/service?</p>	<ul data-bbox="1284 853 2074 1119" style="list-style-type: none"><li data-bbox="1284 853 2074 948">• “I’m worried I’ll lose data transitioning to a new system.</li><li data-bbox="1284 962 2074 1119">• “I don’t want to have to train the entire company on how to use a new system.</li></ul>

Name of Persona	SAMPLE SALLY
<p><b>MARKETING MESSAGING</b> How should you describe your solution to your persona?</p>	<ul style="list-style-type: none"><li>• Integrated HR Database Management</li></ul>
<p><b>ELEVATOR PITCH</b> Sell your persona on your solution!</p>	<ul style="list-style-type: none"><li>• 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.</li></ul>





# Your Turn!

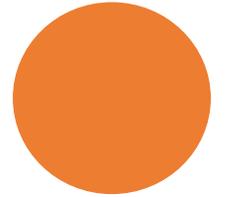
- We've provided blank templates for developing three personas.
- (If you need more, simply select the slides on the left-hand side, right click, and choose "Duplicate.")

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Name of Persona	Persona 1
<p><b>BACKGROUND</b> Job? Career path? Family?</p>	<ul style="list-style-type: none"><li>• Job</li><li>• Career Path</li><li>• Family life</li></ul>
<p><b>DEMOGRAPHIC</b> Male or female? Age? Income? Location?</p>	<ul style="list-style-type: none"><li>• Gender</li><li>• Age</li><li>• Income</li><li>• Location</li></ul>
<p><b>IDENTIFIERS</b> Demeanor? Communication preferences?</p>	<ul style="list-style-type: none"><li>• Demeanor</li><li>• Communication Preference</li></ul>



Name of Persona	Persona 1
<p><b>GOALS</b> Primary goal? Secondary goal?</p>	<ul style="list-style-type: none"><li>• Primary Goal</li><li>• Secondary Goal</li></ul>
<p><b>CHALLENGES</b> Primary challenge? Secondary challenge?</p>	<ul style="list-style-type: none"><li>• Primary Challenge</li><li>• Secondary Challenge</li></ul>
<p><b>WHAT CAN WE DO</b> ...to help our persona achieve their goals? ...to help our persona overcome their challenges?</p>	<ul style="list-style-type: none"><li>• What we can do point 1</li><li>• What we can do point 2</li></ul>



Name of Persona	Persona 1
<p><b>REAL QUOTES</b> About goals, challenges, etc</p>	<ul style="list-style-type: none"><li>• Quote 1</li><li>• Quote 2</li><li>• Quote 3</li></ul>
<p><b>COMMON OBJECTIONS</b> Why wouldn't they buy your product/service?</p>	<ul style="list-style-type: none"><li>• Common Objection 1</li><li>• Common Objection 2</li></ul>



Name of Persona	Persona 1
<p><b>MARKETING MESSAGING</b> How should you describe your solution to your persona?</p>	<ul style="list-style-type: none"><li>• [Type in your marketing message]</li></ul>
<p><b>ELEVATOR PITCH</b> Sell your persona on your solution!</p>	<ul style="list-style-type: none"><li>• [Type in your elevator pitch]</li></ul>



Name of Persona	Persona 2
<p><b>BACKGROUND</b> Job? Career path? Family?</p>	<ul style="list-style-type: none"><li>• Job</li><li>• Career Path</li><li>• Family life</li></ul>
<p><b>DEMOGRAPHIC</b> Male or female? Age? Income? Location?</p>	<ul style="list-style-type: none"><li>• Gender</li><li>• Age</li><li>• Income</li><li>• Location</li></ul>
<p><b>IDENTIFIERS</b> Demeanor? Communication preferences?</p>	<ul style="list-style-type: none"><li>• Demeanor</li><li>• Communication Preference</li></ul>



Name of Persona	Persona 2
<b>GOALS</b> Primary goal? Secondary goal?	<ul style="list-style-type: none"><li>• Primary Goal</li><li>• Secondary Goal</li></ul>
<b>CHALLENGES</b> Primary challenge? Secondary challenge?	<ul style="list-style-type: none"><li>• Primary Challenge</li><li>• Secondary Challenge</li></ul>
<b>WHAT CAN WE DO</b> ...to help our persona achieve their goals? ...to help our persona overcome their challenges?	<ul style="list-style-type: none"><li>• What we can do point 1</li><li>• What we can do point 2</li></ul>



Name of Persona	Persona 2
<p><b>REAL QUOTES</b> About goals, challenges, etc</p>	<ul style="list-style-type: none"><li>• Quote 1</li><li>• Quote 2</li><li>• Quote 3</li></ul>
<p><b>COMMON OBJECTIONS</b> Why wouldn't they buy your product/service?</p>	<ul style="list-style-type: none"><li>• Common Objection 1</li><li>• Common Objection 2</li></ul>



Name of Persona	Persona 2
<p><b>MARKETING MESSAGING</b> How should you describe your solution to your persona?</p>	<ul style="list-style-type: none"><li>• [Type in your marketing message]</li></ul>
<p><b>ELEVATOR PITCH</b> Sell your persona on your solution!</p>	<ul style="list-style-type: none"><li>• [Type in your elevator pitch]</li></ul>



# ABOUT US

- Welcome! We are a Veteran Owned & Operated Revenue Operations (RevOps) Company, and a HubSpot Solutions Partner specializing in startups.
- 
- *Why hire a full-time employee that you still need to train and manage when you can hire a team of professionals that can get the job done at a fraction of the cost?*
- Get Your Assessment With an [Inbound Marketing Specialist](#)

