

Developing Customer Personas

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HEATHER TURNER

About SCORE

As a resource partner of the SBA, we help small businesses by:



Providing free
business advice
and mentoring



Offering low or
no-cost business
training



Sharing free business
templates and
resources

Request a SCORE mentor at www.score.org/find-mentor

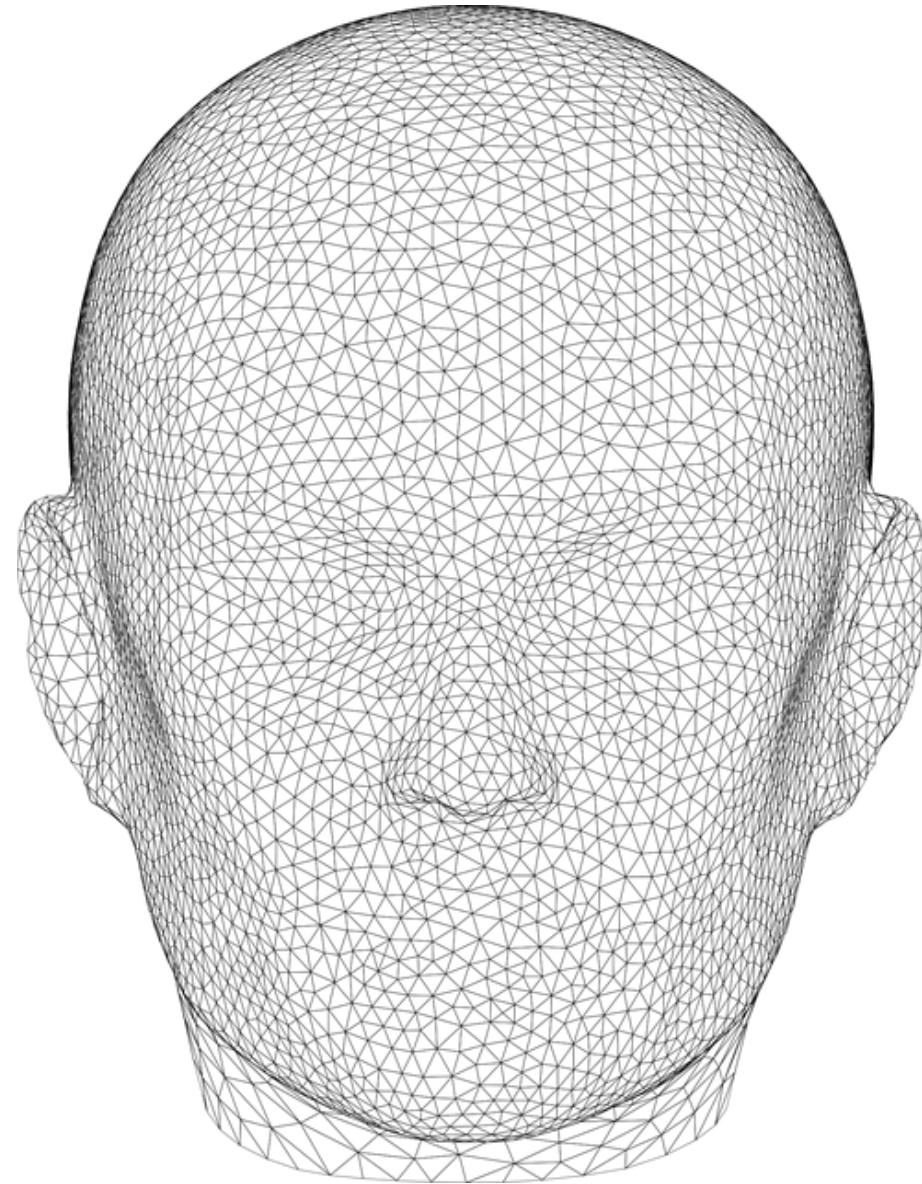
Heather Turner



- 20 years in restaurant industry; 8 as Executive Chef (1983–2003)
- 20+ years in hospitality consulting, specializing in ops & marketing
- Author of 3 business books (restaurant location planning, restaurant marketing, brick & mortar location planning)
- Teaches practical digital marketing & social media for small businesses
- Experienced keynote & educational speaker nationwide
- SCORE Certified Mentor since 2018

Buyer personas:
semi-fictional representations
of your ideal customers based on
data and research.

Buyer personas help
you understand your customers
(and prospective customers) better
as well as how to target your
message and advertising.



Jane Doe*



Background / Demographics

- **Job** *
- **Location** *
- Career Path
- Family Lifestyle
- Age
- Income
- Gender Identity
- Interests

Quotes
*About goals, challenges,
etc*

Goals / Challenges
*What do they want to
accomplish?*

Identifiers

*How do they
Communicate?*

*Where do they
Communicate?*

**What can we do?
What's our carrot?**

*Help our persona fulfill
their needs/wants.*

*Help our persona overcome
their challenges.*

Marketing Message

*How can you describe your solution to your persona
that would make them want to buy or use your product
or service?*

Sarah Link



Background / Demographics

Job? Career Path? Family? Lifestyle? Age? Income?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Real Quotes

About goals, challenges, etc.

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Identifiers

Communication preferences? Social media platforms?

- Your text here
- Your text here
- Your text here
- Your text here

Goals / Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

What can we do?

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

- Your text here
- Your text here
- Your text here
- Your text here

General Buyer Persona

Gabriel Mesa

General Buyer Persona



Demographics

Age? Income? Location? Gender Identity?

- Your text here
- Your text here
- Your text here
- Your text here

Identifiers

Communication preferences? Social media platforms?

Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- Your text here
- Your text here

What can we do?

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

B2B Marketing Buyer Persona



Abigail Williams

Background & Demographics

Job? Career path? Family? Lifestyle? Spending habits? Age? Income? Location? Gender identity?

- Age
- Location
- Gender
- Education
- Profession
- Location
- Lifestyle

Technology/Social Media

Device preferences? Social media platforms? Tech savvy?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Goals/Metrics/Motivations

Primary/secondary goals? Personal vs professional goals? Top metrics they track? Motivations?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Personality Traits

Introvert vs extrovert? Interested in trying new things or likes consistency and brands they trust?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

ext here
ext here
ext here
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Secondary goals? Personal vs professional goals? Role-related vs company goals?

our text here
our text here

<https://offers.hubspot.com/persona-templates>

hubspot.com/make-my-persona?hubs_post=blog.hubspot.com%2Fmarketing%2Fbuyer-persona-research&hubs_post-cta=HubSpot%27s%20Make%20My%20Persona&_ga=2.10...

← RETURN TO HOMEPAGE



Step 1/7: Create Your Avatar


Name Your Persona

Name Your Persona

Why Is This Step Important?

Start by choosing a name to humanize your buyer persona. Both the name and the avatar you select will help you start thinking about this persona like a real person. Pro tip: Consider naming your buyer persona with their industry in mind to make it easier to remember, like Marketing Mary or Finance Fred

Pick your Avatar



<https://www.hubspot.com/make-my-persona>

One Size Does Not Fit All

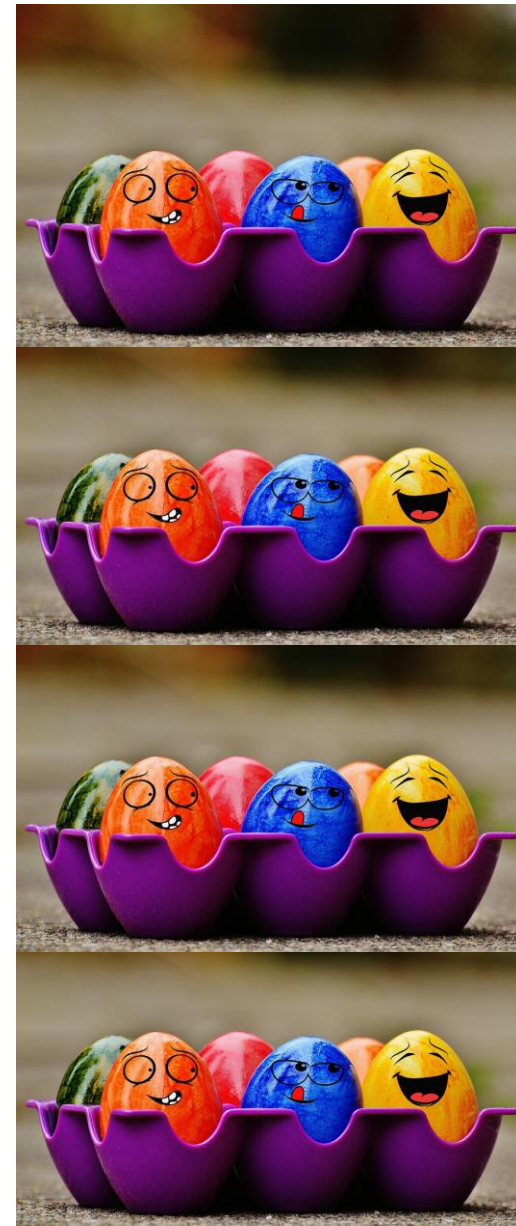
Each customer segment is unique and
so is the business.

Tailor your personas to match the business
don't do a generic one.





How Many Personas?
*It depends on your
business, you could have
as few as one or two
personas, or as many as
10 or more.*



Negative Buyer Personas

While a buyer persona is a representation of your ideal customer, a negative persona is who you don't want as your customer and don't want to target.

Examples:

- You sell dog products, it's generally lumped under pet products, a negative persona might be someone who has cats and dislikes dogs.
- You sell an organic food product, *a negative persona is someone who could care less about where the food originates and how it's been treated.**



Segment your marketing by buyer persona and tailor your messaging to what you know about those different personas.

You sell cell phones. The (persona) on the left is active and probably hard on their phones, the (persona) on the right is not nearly as active.



To build a persona's basic demographic information.

List:

Demographics

Age?

Income?

Location?

Gender Identity ?

Interests?

Other?

Loves dogs and loves coffee/caffeine



WIFM-What's In It For Them?



Buyer personas can be created through research, surveys, and interviews



Tips for Recruiting Interviewees

As you reach out to potential interviewees, here are a few ideas to improve your response rates.

1. Use incentives.

While you may not need them in all scenarios (e.g. customers who already want to talk to you), incentives give people a reason to participate in an interview if they don't have a relationship with you. A simple gift card is an easy option.

2. Be clear that this isn't a sales call.

This is especially important when dealing with non-customers. Be clear that you're doing research and that you just want to learn from them. You are *not* getting them to commit to a one-hour sales call; you're getting them to commit to telling you about their lives, jobs, and challenges.

3. Make it easy to say yes.

Take care of everything for your potential interviewee — suggest times but be flexible, allow them to pick a time right off the bat, and send a calendar invitation with a reminder to block off their time.

4. Decide how many people you need to interview.

Unfortunately, the answer is, it depends. Start with at least three-to-five interviews for each persona you're creating. If you already know a lot about your persona, then that may be enough. You may need to do multiple interviews in each category of interviewees (customers, prospects, people who don't know your company).

The rule of thumb is when you start accurately predicting what your interviewee is going to say, it's probably time to stop. Through these interviews, you'll naturally start to notice patterns.

Once you start expecting and predicting what your interviewee is going to say, that

FREE RESOURCE

**6 BUYER PERSONA
TEMPLATES + FREE
HOW-TO GUIDE**

[DOWNLOAD NOW](#)



Researching your competitors & your potential customers (persona info)

The image shows a screenshot of an Instagram post from the account 'loonchocolate'. The post features a video of chocolate being poured over almond bars. The post has received several comments and likes. A yellow highlight is drawn around the 'Liked by justspecimens and 30 others' text in the bottom right corner of the post.

loonchocolate
Loon Chocolate

loonchocolate Joyous Almond Bars. 🍫 Only available in our chocolate factory store @factoryonwillow Open Thursdays-Saturdays 10-3. Live Free and Eat and Eat Great Chocolate! #nhchocolatemaker #manchesternh

hughesreps Oh. My. 🤩

loftcottagecandles That looks delicious!

Liked by justspecimens and 30 others



Search Facebook



Research!

The screenshot shows a Facebook profile page for a user named 'vampireapologist'. The profile picture is circled in blue. The cover photo shows colorful, abstract shapes. The profile name 'vampireapologist' is circled in yellow. The bio is circled in yellow and contains the text: 'Adorkable Chaos Pixie Crone Warrior Renegade Seamstress'. The work history section is also circled in yellow and lists: 'Design and build customized apparel and costumes at Costume Designer', 'Creative Writer at Freelance', 'Former Director/Player at Village Renaissance Players', 'Former reporter at Advance of Culture', 'Studied Communications at [redacted] State University', 'Studied Partying at [redacted] University', 'Went to [redacted] High School', and 'Married to [redacted]'. A post from 3 hours ago is visible, with the text 'Pizza and a bed where no one bothers me until morning? Sign me up, skippy.' and a yellow circle around the word 'vampireapologist' in the post's header. The post content is also circled in yellow and reads: 'my fav thing in wildlife research is the concept of animals being "trap happy" meaning the same animal goes into a trap on purpose again and again after it's caught the first time bc it was like "hey.....there was food in there and Zero (0) predators and then they'.

Posts

About

Friends

Photos

Videos

Check-ins

More ▾

About

Overview

Work and education

Places lived

Contact and basic info

Family and relationships

Details About

Life events

Places lived



Philadelphia, Pennsylvania
Current city



Freehold, New Jersey
Hometown



Newtown, Bucks County, Pennsylvania
Moved in 1992

About

Overview

Work and education

Places lived

Contact and basic info

Family and relationships


Details About

Life events

Contact info


No contact info to show


Websites and social links

 That's a ginger
Instagram

Basic info

 Female
Gender

 June
Birth date

 Buddhist
Religious views

 Progressive
Political views

Check-ins

Recent



The County Theater

Doylestown, Pennsylvania
Visited on July 27, 2022



Cozy Ratskeller Uber Game Room

Doylestown, Pennsylvania
Visited on July 21, 2022



The Proper Brewing Company

Quakertown, Pennsylvania
Visited on July 18, 2022



The Met Philly

Philadelphia, Pennsylvania
Visited on July 13, 2022



The Proper Brewing Company

Quakertown, Pennsylvania
Visited on July 11, 2022



Cozy Ratskeller Uber Game Room

Doylestown, Pennsylvania
Visited on July 3, 2022



Balbirnie Stone Circle

Glenrothes
Visited on July 2, 2022



Fonthill Castle, Doylestown, PA

Doylestown, Pennsylvania
Visited on June 26, 2022

[See All](#)

Likes

All Likes

Movies

TV Shows

Artists

Books

Restaurants

Apps and Games



1787 Brewing Company



2 drunk broads



2SP Brewing Company



A Tumblr Post A Day Keeps
Depression Away



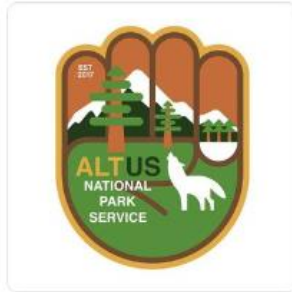
Abandoned Places



Addicts of Tumblr



All In with Chris Hayes



Alt National Park Service

See All

The Button Store, over 5 Million Buttons!



Ruth Connell



Job: Creative Writer/Freelance & **Costume Designer**

Career Path: Probably retiring within the next 5 years

Lifestyle: Likes to Brewpub Hop, tabletop gamer

Family: One Older Brother, Married with 2 adult children

Close to a lot of larger extended family

Age: Mid 60s

Income: 35K

Nickname: Rowena

Interests: Ren-Faires, Sci-fi, Foodie, Sewing/Design, Social

Personality Traits

*Introvert vs extrovert?
Communication styles?
Leadership/Influencer?*

- Extrovert
- Likes to leave reviews
- Tells Everyone on Facebook when she likes/dislikes a product
- Micro-Influencer

What problem does your product solve?

Cost savings? Value? Quality?

- Less expensive than the competition
- Much bigger selection than the competition
- Free shipping
- Highly rated quality (online)
- Antique and Baroque style buttons
- Very easy to navigate online store

Detractors

- Some product is outsourced to overseas

Identifiers

*How do they communicate?
Where do they Communicate?*

- Facebook: posts publicly regularly (1 X per day)
- Instagram (1 X per week)
- Social with friends and new friends at least once per week in large groups in person
- Prefers texting to email

What are their carrots and pain points?

- She makes costumes for theatres and for renfaire actors. Finding unique old style buttons is difficult
- And usually costs too much for the budget she is given to work with.
- Free shipping is a plus as well as the only other place she can find a decent selection is 2 hours away (gas/expense/hassle)
- She likes coupons and sales, your company sends out weekly newsletters with that content

Marketing Message

Our company sells one of the largest selections of affordable buttons in the United States. We have over 5 million unique buttons, from modern, to baroque, industrial to antique styles. We offer FREE shipping on all orders and we offer weekly sales and specials. We have a button for every project.

Volunteer



Name: Ted
Age: 25
Occupation: Marketing Specialist
Location: Concord, NH
Motivation for Volunteering:
 • Passionate about horses and riding since childhood.
 • Believes in the therapeutic benefits of horseback riding and making equestrian activities accessible to everyone.
 • Wants to give back to his community and support an organization that aligns with his values.

Skills and Experience:

- Strong communication and interpersonal skills, honed through his marketing experience.
- Experience working with children and teens, potentially from volunteering or previous jobs.
- Basic horse handling knowledge, gained through personal riding experience or volunteering at stables.
- **Familiarity with social media platforms and content creation (potentially from his marketing backg**

Preferred Volunteer Activities:

- Equine-assisted activities: Working with individuals with disabilities or special needs in therapeutic riding programs.
- Coaching or mentoring: Assisting beginner riders or teaching basic horsemanship skills.
- **Event planning and support: Helping with fundraising events, horse shows, or community outreach initiatives.**

Member



How

How

Name: Emily Miller
Age: 48
Occupation: Veterinarian
Location: Manchester, NH
Reason for Membership:
 • *Lifelong horse enthusiast and rider, seeking to connect with the local equestrian community.*
 • *Believes in the organization's mission to promote and support equestrian activities for all in New Hampshire.*
 • *Wants to stay informed about local events, educational opportunities, and advocacy efforts.*
Membership Level: Sustaining Member

Benefits Used:

- Attends educational clinics and workshops offered by the organization.
- Participates in member-exclusive trail rides and social events.
- Receives discounts on riding lessons and horse shows.
- Enjoys access to online resources and educational materials.

Engagement with Organization:

- Regularly reads the organization's newsletter and attends member meetings.
- Occasionally volunteers at fundraising events or participates in advocacy efforts.
- Connects with other members through online forums and social media groups.

Values:

- **Inclusivity and accessibility in equestrian activities.**
- Education and horsemanship development.
- **Advocacy for the welfare and well-being of horses.**
- Supporting local organizations and contributing to the equestrian community in New Hampshire.

Challenges:

- Balancing work and personal life can sometimes limit participation in events and activities.
- **May not always agree with every decision or stance taken by the organization.**

Identifiers

How does Emily communicate?
Where does Emily communicate?

What can we do? What's our carrot?

Help Emily full fill her needs/wants.

Marketing Message

How can you describe your organization to Emily that would make her want to become a member and STAY a member?

The strongest buyer personas are based on market research plus information you gather from your actual customer base or by researching your competitors.



Researching your competitors followers

Have they left reviews? What other review types/targets have they written?

The image displays a business profile on Score.org and a map of the Concord, NH area. The profile for 'Camp... (1739 Old Concord Rd, Henniker, NH 03242)' has a 4.1 star rating from 1,182 reviews. A yellow arrow points from a review on this profile to a map showing competitor locations. The map includes markers for 'Keyser Pond Campground', 'Szechuan Garden', 'McDonald's', and 'Hobby Lobby'. The profile details include:

- Rating:** 4.1 stars (1,182 reviews)
- People often mention:** All, finance (50), CW (13), general manager (11), voicemails (10), +6
- Sort by:** Most relevant, Newest, Highest, Lowest
- Review 1:** 8 reviews, 5 stars, 3 months ago. Text: "We found a RV we liked and spent so much time with them going over everything to make the purchase. They would not budge on the price. We had found some issues that needed to be fixed and they agreed to fix them and then we would pick up ... More"
- Response from the owner:** 3 months ago. Text: "We are very sorry to hear this and we would like to have the opportunity to address your issues. If you are still in need of assistance, please email our corporate customer service team at ... com and we will help in getting this resolved for you. Thank-you for your feedback, we look forward to hearing from you."
- Review 2:** 1 review, 5 stars, 3 months ago. Text: "We just took home a brand new camper our first trip out the a/c didn't work, after a lot of push back we got the camper diagnosed, it needs a new a/c. Covered by warranty, and it will take until at least September to have it approved and ... More"

The map shows competitor locations with red pins and star ratings:

- Keyser Pond Campground:** 1739 Old Concord Rd, Henniker, NH 03242. 5 stars, 2 months ago. Review: "First camping trip here, everyone has been wicked friendly. We will be definitely back next month.)"
- Szechuan Garden:** 108 Fisherville Rd, Concord, NH 03303. 4 stars, 4 months ago.
- McDonald's:** 117 Loudon Rd, Concord, NH 03301. 4 stars, 4 months ago. Review: "We were just there a few minutes ago to order food seems to me that your staff needs to pay more attention to what is thrown in the bags esp on a fri day night. I understand that its wicked busy i worked for dd 4 years ago and we were ... More"
- Hobby Lobby:** 75 Laconia Rd, Tilton, NH 03276.

Researching your competitors

Who has liked, comments, shared a post

the Pizza Girls Story

Phoebe & Jennifer wanted to make the very BEST PIZZA Ever! Their concept was UNIQUE Girl Power new Art

Pizza Girls Eatery
Italian Restaurant

90 likes

- Bonnie Jeanne
- Jennifer Peach
- Jill Wardle
- Ulrike Knapp White
- Danielle Leigh
- Paul Mango
- Heather Boykin Lazarus
- chefwinstoncooks
- Paddy Mac's
- Penny Ward Eaton
- Steve Lacroix
- Mary Lamothe
- Faith Elizabeth
- Angie Lewis
- Anita Miller
- Tia Noelle
- Nancy Sims
- Randi Lieberman-Herman
- Theresa Paparella Banasiak
- and 71 more

Steve Strauss • 2nd
USA TODAY Senior Small Business Columnist, Entrepreneur, ...
3w

Has your #smallbusiness been asked to sponsor a team or event? 6 reasons why I say you should say yes.

Has your small business been asked to sponsor a team or event? 6 reasons why you should say yes.
usatoday.com • 2 min read

9 reactions 1 comment

Reactions

What about... This will help me... I think this is... Love this...

Like Comment Share Send

Add a comment...

Most relevant

Theo Prodromitis • 2nd
Marketing Strategist | Speaker | Author | Entrepreneur | Amazon Seller
3w

Love this! The heart of America is small businesses so crucial to communities

Like 1 | Reply

Questions?

Helpful Links

- Find SCORE resources for small businesses at www.score.org/templates-resources
- Find more SCORE live and recorded workshops and courses at www.score.org/get-business-training
- Book an appointment with a SCORE mentor at www.score.org/find-mentor





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