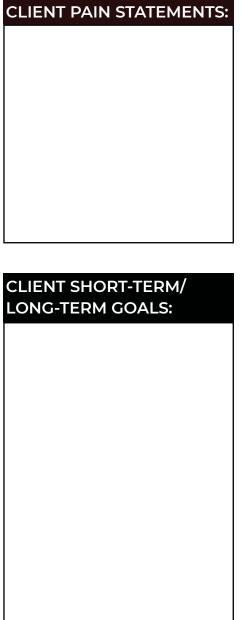
## BUYER PERSONA

## PROFILE



PERSONA'S NAME
AGE
WHERE THEY LIVE AND/OR WORK
SEX .
NCOME
POSITION
.IFETIME VALUE OF THE CLIENT (GROSS PROFIT OVER TI

HOW DOES THE CLIENT USE YOUR PRODUCT	CL
ON WHAT MARKETING CHANNELS CAN YOU CONNECT WITH THE CLIENT?	
	CI LC
WHAT ARE THE BIGGEST BARRIERS TO	
CONNECTION WITH YOUR CLIENT?	





GIVEN WHAT YOU KNOW ABOUT YOUR CLIENT
WHAT ARE SOME WAYS TO OVERCOME BARRIERS TO CONNECTION?
CIVEN WHAT YOU KNOW A POUT YOUR CLIENT
GIVEN WHAT YOU KNOW ABOUT YOUR CLIENT
WHAT ARE SOME WAYS TO OVERCOME BARRIERS TO TRUST YOUR PRODUCT/SERVICE?
GIVEN WHAT YOU KNOW ABOUT YOUR CLIENT
HOW DOES YOUR SOLUTION SIT INTO THE CHENTS SHORT TERM AND LONG TERM COALS?
HOW DOES YOUR SOLUTION FIT INTO THE CLIENTS SHORT-TERM AND LONG-TERM GOALS?



WHAT CAN YOU PROMISE YOUR CLIENT?
CHALLENGE SOLVED + TIME STAMPED + GUARANTEE + CONDITIONS MET
GIVEN WHAT YOU KNOW ABOUT YOUR CLIENT
WHAT CAN YOU OFFER CLIENTS OF EXCEPTIONAL VALUE THAT YOU'RE WILLING TO GIVE AWAY?
GIVEN WHAT YOU KNOW ABOUT YOUR CLIENT
WHAT CONTENT CAN YOU PROVIDE TO HELP PEOPLE DISCOVER YOUR SOLUTIONS?
GIVEN WHAT YOU KNOW ABOUT YOUR CLIENT WHAT CONTENT CAN YOU PROVIDE TO HELP PEOPLE RESEARCH YOUR BENEFITS?
WHAT CONTENT CAN TOO PROVIDE TO HELP PEOPLE RESEARCH TOUR BENEFITS:
GIVEN WHAT YOU KNOW ABOUT YOUR CLIENT
WHAT CONTENT CAN YOU PROVIDE TO HELP PEOPLE MAKE THE DECISION TO GO WITH YOU?