

Defining Your Ideal Buyer Persona

Psychographics

(what their best friend or spouse knows)

Not all of these questions are applicable, but they should start providing a better picture of your semi fictional representation of the customer you serve best.

What are their fears?

What are their aspirations and dreams?

How do they see themselves?

How do others see them?

How do they WANT others to see them?

What do they value most?

Why do they do what they do? *Their core motivation*

How do they make decisions?

[How do they learn?](#) *Visual, auditory,kinesthetic*

Who do they respect?

Who influences their decisions?

[Where are they on the innovation adoption curve?](#)

Innovators,Early Adopters, Early Majority, Late Majority, Laggards

What is their stereotype for your industry?

What is their biggest probable objection for engaging with you?

What would be the worst case, biggest embarrassment in working with you?

What would be the best case, biggest win in working with you?

How will they go about making this decision to work with you?

