

	Name your Buyer Personas	DIY DOLLY	PASSIONATE PEARL	FULL-SCALE FIONA
Buyer Persona Description	Detailed Buyer Persona Description	DIY Dolly dreams of getting out of the 9-5 and running a business out of her home. She's a young woman living in a digital world. She's focused on gaining knowledge and information about how to run her own gig. She isn't ready to make a big investment yet; rather she's looking for value-packed internet-based resources like how-to guides, blogs, pdfs, and webinars. She's choosy about what she spends her money on, but can justify targeted spending for gaining targeted skills. After all, if she could just start bringing in money with some kind of side gig, it would solve so many of her problems. She spends her days on social media, reading blogs, working her 9-5, and perhaps taking care of her family and home life. Her business, if it can be called that, is not turning much or any profit. Right now, Dolly is just taking in all the information she can get her hands on. Dolly is eager to become business savvy and knows she can make the dream work with the right training. Dolly is of the iPhone generation and could not imagine a life without her daily Starbucks, iPhone, IG, and yoga pants.	Passionate Pearl's ideas have been churning for quite some time. She's a mature woman who has thought through the feasibility of quitting her job OR seriously creating a side gig. She's either already proved her business concept on a small scale, or she's ready to build the foundation for her new company. She has bootstrapped the process, made some mistakes, but mostly come out on top. Passionate Pearl is a good decision maker. She's considered how to transition away from her 9-5 and still make ends meet, understands hustling and sacrifice, and "talks the talk" when it comes to taking steps forward. She's ready to make the investment for her own site. She understands there's strategy involved in building a website and a web presence. She could figure it out herself, but she's smart enough to know she should pay someone to build it, then she can learn to run it herself. She knows there's a need for her product or service and she's ready to move forward marketing it. Passionate Pearl has the potential to turn into a Full-Scale Fiona a few years down the road.	Full-scale Fiona runs an established company OR she's ready to be ALL in. She has the financial means to bring a specialist on board. Fiona is ready to take her company from operational to lucrative. She's ready to "cut out the fat," lean up the process, and have effective processes in place. Her propensity to spend is high and flexible. She's open to ideas about how to integrate new marketing practices, but she's also capable of producing her own great ideas. Her business concept has been proven, she only needs to begin laying the foundation for success. She understands that she's only as good as her team, and she's willing to invest in knowledge, specialization, and expertise. She's financially literate with a goal of earning a positive ROI in Year 3 and she understands you often have to invest money to make money. She has been successful in other career endeavors. She's well connected in the community and really understands her target market well. She's frugal, but prioritizes quality. Her family is established with a husband who makes good, dependable money. Fiona is a powerhouse. She's capable of large scale success and leading a team to get there.
	Annual Customer Value to your business	\$ - \$XX	\$\$ - \$XXX	\$\$\$ - \$XXXX
	Real people you know who fit each Buyer Persona	Liz, Angela, Natalie	Chrissy, Danielle, Laura	Cheryl, Mary, and Deb
	Buyer Persona Interests	Fashion, momming, fitness, basic things, PSL, Netflix binges	She knows who she is and what her aim in life is. Each day she focuses on becoming more who she wants to be. She has unique interests and is self sufficient. She has a general understanding about technology but isn't overwhelmingly technical.; Making sure she's on the right track with her business	Worldly endeavors, raising her kids to be good people, giving back, strengthening her marriage and spending time around other positive and motivating people
	Buyer Persona Hang Outs	Library with her kids, playground, restaurants with friends, community pool in the summer	Pop Up Shops, Networking events, Meetups	Benefit dinners, kids' sporting events, Chamber of Commerce events, community events
	Buyer Persona Family Life	Married or seriously dating; Mom of young kids	Married with middle school children or happily unmarried	Kids are self-sufficient, is married
	Buyer Persona Values	Family, faith, career	Community, faith, education, making a difference in this world	Reshaping her career on her terms; using her career to substantiate her new role as a contributor to society and not just being a mom
	Buyer Persona Goals	Get out of the 9-5 grind, grow an Instagram following	Run a successful business; serve her target market with a product or service she believes in; very goal oriented	Tackle the challenge of running a successful business
	Buyer Persona Needs / Pains	To understand how content works, how to drive website traffic, all-things digital marketing	Help and guidance knowing what steps to take next. She's very receptive to someone guiding her in the right direction.	Specialists who can move the needle for her business and who understand their role in generating profit.
	Buyer Persona Location	Anywhere, USA	Anywhere USA	Anywhere, USA
	Income Level	Combined income level of \$XXk - \$XXXX	Solo income of \$XXk - \$XXXk	Solo income of \$XXXX+
	Buyer Persona Preferred Social Media Channels	Heavy interest in social media; Instagram, Pinterest, Snapchat, FB to a lesser extent	Moderately interested in social media; LinkedIn, Facebook, Instagram	Slightly - moderately interested in social media, although she understands its benefit for business. Facebook, LinkedIn, Instagram
Business Strategy	Business topic focus for each buyer persona	Wide range of Info Products - How to Start a Business, SEO, Marketing	Content marketing, SEO	Digital marketing, business strategy, SEO
	Products to target toward Buyer Persona	Business and Marketing Guides	Marketing Guides	None
	Services to target toward Buyer Persona	None	Web design, Coaching	Coaching, Digital marketing, SEO, Ads
	Upsell products/services	Comprehensive Business Guide, business course	SEO + Business Course + Mini SEO Audit	Full-scale marketing package