

SEO
Unlocked

NEILPATEL

MUSKETEER PERSONA WORKSHEET

HOW TO GET A **FLOOD OF ONLINE TRAFFIC**
WITHOUT SPENDING \$1 / DAY

MUSKETEER PERSONA WORKSHEET

Crystallizing your target customer and their unique pain points is critical to defining an effective strategy for selling to them. As Zig Ziglar said, “How can you hit a target you don’t even have?”

Without a customer avatar, your marketing efforts are likely to err on the side of generic and boring. These days, people don’t open their wallets for generic and boring, which is why this exercise is the foundation for success in virtually every aspect of your sales and marketing process.

Getting clear on your customer avatar will affect these areas and more:

- › **Product/service creation** – What solutions can you develop and deliver to your avatar to anticipate and solve their problems?
- › **Copywriting** – In what way should offers be described to attract and convert your avatar?
- › **Email marketing** – Which avatar should receive one type of email marketing campaign versus another?
- › **Content marketing** – What lead magnets, blog posts, videos, podcasts, etc. should be created to compel your avatar to buy?
- › **Social media marketing** – Which platforms are most important to be present and active on?
- › **Paid traffic** – Where should you spend your dollars and what targeting options should you utilize?

Customers buy time and time again from businesses they trust. To develop trust, you must show your customers that you understand them better than they understand themselves. It takes work and imagination, but with your customer avatar in hand, you’ll be well equipped to create and market products and services that will convert your ideal prospects into a long-term purchasers.

So, it’s time to think about your ideal customer. Imagine their story and give them a full identity. Get specific and be emotional. Don’t be afraid to GO DEEP with this worksheet as your guide.

Note: You may require more than a single customer avatar to represent different segments of your market, but focus on tackling just one at a time.

Step 1: On a separate sheet, list the common demographic and psychographic traits of your ideal customer. Do a brain dump based on the market research you’ve done and customer feedback you’ve received.

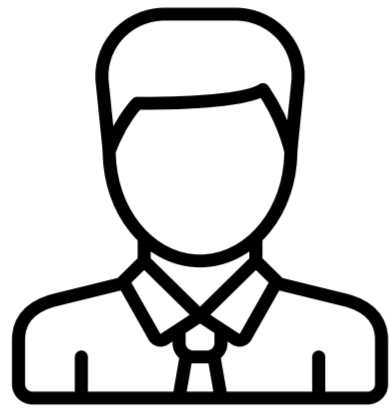
Step 2: Give your avatar a name and a face. Yes, really! You can even go so far as to find a photo.

Step 3: Step into your avatar's shoes and see life through their eyes as you complete each question in this worksheet to form their identity. If you think of more details, by all means, add them! The more specific you can be about your avatar, the better.

- > Am I male or female?
- > How old am I?
- > Where do I call home?
- > Do I have a spouse? How old are they?
- > Do I have kids? What are their genders and ages?
- > What's my highest level of education?
- > What's my occupation/industry?
- > What's my income level?
- > What's my life motto or a quote I love?
- > What are my hobbies and interests?
- > What are my goals?
- > What are my values?
- > Where do I get my information? What books, blogs, conferences, gurus, social media, etc. do I consume?
- > What are my wildest dreams?
- > What challenges do I face?
- > What are my most irrational fears?
- > What's my role in the purchase process? Am I a decision-maker or an influencer?
- > What are my objections to buying your product or service?

CUSTOMER AVATAR

Agency Eric



GOALS AND VALUES

Goals

Erik wants to:

- ✓ Increase agency business
- ✓ Increase the capabilities of his team
- ✓ Scale his business

Values

Erik is committed to:

- ✓ Professional development for he and his employees
- ✓ Providing value for his clients
- ✓ Using “white hat” marketing principles

DEMOGRAPHIC INFORMATION

Age: 40

Gender: Male

Marital Status: Married

#/Age of Children: 2 (Age 8 & 10)

Location: Orlando, Florida

Quote: “I surround myself with people smarter than me”

Occupation: Digital Marketing

Job Title: CEO/Co-founder

Annual Income: \$ 150,000

Level of Education: College Graduate

Other: Spends time on LinkedIn looking for talent

SOURCES OF INFORMATION

Books: Good to Great / Think & Grow Rich

Magazines: Wired / Fast Company

Blogs/Websites: AdAge / DigiDay / Social Fresh

Conferences: Content Marketing World / SXSW

Gurus: Jay Baer / Joe Pulizzi / Christopher Penn

Other: Spends time on LinkedIn looking for talent

CHALLENGES & PAIN POINTS

Challenges

Erik is challenged with:

- ✓ Scaling his agency business
- ✓ Finding, training and retaining top marketing talent
- ✓ Keep his marketing skills sharp, while being CEO

Pain points

Erik’s pain points are:

- ✓ Fear of losing business to competitors
- ✓ Fear of his agency failing behind the digital marketing scene

CHALLENGES & PAIN POINTS

Objections to the sale

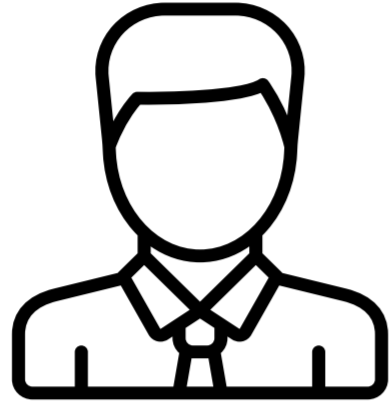
- ✓ Does the training fit an existing service or a new service he can offer to his clients
- ✓ How long he and his team member will be “out of pocket” doing the training

Role in the Purchase Process

Eric is the decision maker. He buys digital marketing training to keep him and his team sharp. He’s not worried about the price point if he knows the training will give he and his team an edge in the marketplace

CUSTOMER AVATAR

Agency



GOALS AND VALUES

Goals

_____ wants to:

- ✓
- ✓
- ✓

Values

_____ is committed to:

- ✓
- ✓
- ✓

DEMOGRAPHIC INFORMATION

Age:

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CHALLENGES & PAIN POINTS

Challenges

_____ is challenged with:

- ✓
- ✓
- ✓

Pain points

_____ pain points are:

- ✓
- ✓

CHALLENGES & PAIN POINTS

Objections to the sale

- ✓
- ✓

Role in the Purchase Process