

Client profiles (Buyer persona): Interview these people!!!!

What do they look like? Person Description  
(Name the persona with a photo)

What are their goals and aspirations?

What are their problems?

What media do they rely on for answers to  
their problems?

How can we reach them?

The things that are important for each  
buyer persona

What words and phrases do the buyers use?

What sorts of images appeal to each?

What sorts of multimedia appeal to each?  
(Do they prefer audio or video?)

Are short and snappy sentences better than  
long, detailed ones?

Read the publications and websites your buyers read  
(to get an understanding of the ways they think)

When did you first start researching this service before  
contacting us?

Who influenced your research?

How did you learn about our service

How many other services did you approach/attend for  
this type of service

What are their current daily  
activities?

What is their current/previous  
solution to their problem?

What do you want them to believe  
about your organisation?

What idea do you want buyer to  
think about your company?