

Buyer Persona Master Checklist

- Assume nothing, The purpose of creating Personas is to learn about and gain new insights into the typical buyers needs actions and opinions
- Multiple Personas is a must. Separate them out by major motivational factors and the message required to motivate them. Combine similar Personas, but don't over-simplify it or over-complicate it.
- You must actually speak with current and prospective customers. Target your ideal buyer. You may find that identifying the correct audience is a task itself. If that is the case, going through creating a Buyer Persona, it should help identify whom you should be speaking with.
- Ensure you speak with an adequate amount of people. Ideally your goal should be 3 current customer and 3 target audience members per Persona.
- An interview is about learning about someone else. Don't do all of the speaking yourself. Allow them to speak for themselves and answer questions in their own words.

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- Don not restrict your persona creation to just employees. The Persona itself needs to have a voice. Bring in people that are out of your circle that can objectively answer questions not shaped by your business itself. We all think we know what others want and need. You may find answers to things and opportunities right under your nose that you would have otherwise overlooked.

- A Buyer Persona should be based on your ideal buyer. You should also consider creating a Negative Buyer Persona top represent the buyer that is not ideal. The one you wished bought from your competitor instead. We all have them. Understanding who and why will help you understand who to focus your efforts on with customer service initiatives.

- Cherry-picking data to develop Personas according to your preconceived view of them takes what should be a valuable tool and turns it into nothing more than an annoying task. If you want value form creating Buyer Personas, you have to be open and use all available data without getting lost in it following only what you want. Let the data tell the story.

- Your Buyer Personas will change, at times rapidly as different factors, opinions, even seasons change depending on your product. Review your personas before every major campaign or marketing push to ensure your target has not changed or worse yet, vanished