



## AUDIENCE PERSONA GUIDE

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This guide will help you clarify who your ideal customer is! You can use that information to connect with your audience on a deeper level, get more conversions, and drive more sales.

# HI! I'M SO GLAD YOU'RE HERE.

## IF YOU'RE READING THIS, YOU PROBABLY WANT TO CONNECT WITH YOUR AUDIENCE ON A DEEPER LEVEL.

Have you ever seen a business market something on social media and it totally flopped? Or maybe you saw a commercial that was intended for a particular audience, and it fell flat. Perhaps you read a book that was meant for teenagers but it was far too mature...or vice-versa.

The point is: every business has an intended audience or ideal customer, and when what they are marketing misses that audience, it falls FLAT. Boom. Splat.

An audience persona can help you get to know your ideal customer, and get to know them intimately. It will help you know not just their name, but:

- their desires
- their shortcomings
- their hobbies
- their needs
- their struggles
- their fears
- their triumphs
- their online activity
- their lives

Basically, you need to be in a long-term relationship with your audience. And I can help you get there and foster that relationship!

Knowing your audience is the first step to successful marketing! Your audience persona should include information about who it is that you want to purchase your product or service, and how YOU are uniquely empowered to serve them. This guide is designed to help you narrow down who exactly you should target in your messaging, on your social media, in your emails, on your site—anywhere you talk to customers!

Walk through the sections in this guide, determine exactly who your audience is, and get to know them well. If you have ANY questions, shoot me an email at [alyssa@ddbrandingco.com](mailto:alyssa@ddbrandingco.com). Enjoy!



# AUDIENCE PERSONA: INFORMATION

## SECTION 1 - THIS SHOULD BE ABOUT WHO YOUR CUSTOMER IS.

- Do they have kids?
- What is their income bracket?
- What do they do in their free time?
- What are their desires?
- What do they value?

Anything that tells you who your customer is as a person should go in this section!

## SECTION 2 - THIS SHOULD BE ABOUT YOUR CUSTOMER'S PAIN POINTS.

- What problems/pain points do they have - personal or in their business/career?
- How did they get to the point of needing your help?
- What issues are weighing on them?
- What solutions have they already tried that have not worked?

Anything about the problems your customer has and the roadblocks they've faced should be in this section.

## SECTION 3 - THIS SHOULD BE ABOUT HOW YOU CAN HELP YOUR CUSTOMER.

- What solutions do you have in place that could uniquely solve their problem?
- What products or services do you offer that resonate with your ideal customer?
- How could you take your customer from point A to point B?

Anything that relates to how YOU can help and serve your customer should be here!

## SECTION 4 - SUMMARY

Here, you should bring everything together by answering 3 simple questions.

- Who is your customer?
- What is their pain point or problem?
- How can you help them?

Wrap everything up so you have the MAIN POINTS in one spot.

SEE NEXT PAGE FOR AUDIENCE PERSONA TEMPLATE

# AUDIENCE PERSONA TEMPLATE

NAME:

OCCUPATION:

AGE:

GENDER:

SECTION 1 - THIS SHOULD BE ABOUT WHO YOUR CUSTOMER IS.

SECTION 2 - THIS SHOULD BE ABOUT YOUR CUSTOMER'S PAIN POINTS.

TEMPLATE CONTINUED ON NEXT PAGE

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NAME:

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SECTION 3 - THIS SHOULD BE ABOUT HOW YOU CAN HELP YOUR CUSTOMER.

SECTION 4 - SUMMARY

## I HOPE THAT NOW,

you have a better understanding of who your ideal audience member or customer is! Knowing your audience well will help you connect with them on a deeper level.

From here, you can now work to craft marketing strategies, social media campaigns, email campaigns, and more to target your ideal customer and drive more sales, conversions, and success for your business.



## WANT TO DIVE DEEPER?

Schedule a FREE 30-minute chat with me! I want to help you get CLEAR, so we can dig into the persona you've created here, and empower you with action steps to connect with your audience on a deeper level. Ready to get started? Let's chat!

[CLICK HERE TO SCHEDULE A FREE 30-MINUTE CHAT!](#)

