Hello and welcome to the Chill BusinessJourney. Join me, Dianna, as we go on a business journey with you. We will talk about all things business with an emphasis on marketing. So sit back, relax and chill is we lead you on this epic sojourn.

Thank you for joining us for this week's episode of The Chill Business Journey. I'm your host, Dianna, and today I will be talking all about client personas. What they are, how to create them and how to use them. So let's get started. What is a client persona? It's known by many terms, so you may have heard it be called a buyer persona or a client Avatar or your ideal client, but really they all mean the same thing. Hubspot defines a buyer persona as "a semi fictional representation of your ideal customer based on market research and real data about your existing customers." And if you have segments within your client database, then you would have different personas for each segment.

The purpose of your client personas is to know how to frame your marketing messaging from blog posts to paid ads. Your client persona drives the words that you use. It will also help you choose the right imagery as well, so you'll be thinking about this person when you're creating the visuals for your online presence. The best way to get started when you're creating your client persona is to think of a favorite client. Think about a client that you worked with in the last say three to six months that you really enjoyed working with. And you may have even thought to yourself, man, I wish I could clone this person. Maybe it was an easy sell because your product or service was exactly what they were looking for at the right time. In the show notes for this episode, we have a client persona form for you to fill out.

But before we get started using that, I want you to sit down and spend about five minutes writing down on a sheet of paper, everything you can remember about this person and maybe the business transaction you had with them. You could list everything in bullet points or paragraph form, but you just want to try to get down as much as you can. You want to try to remember key points of the conversation you had with them. Did they express having trouble with something and your product or service was the answer? Or did they have a secondary question that you were able to also help them with? When you sit down to actually work through the client persona worksheet that we have in the show notes, the things that you want to be thinking about are: What are their demographics? So things like are they male or female? How old are they? Where do they live? Where do they work? Or their personal interests.

You also want to think about their goals and you want to look at both personal and business goals. Whether you're a B2C or B2B company, it doesn't matter. You want to look at both sides of the person. You also want to think about what is their pain that you can help them with. And in the worksheet, we have you think of three main pain points that they currently have. And obviously, you want to focus on the pains that you have a solution for. And also think about what would happen if their problem is not solved and if it is solved. So what would be the repercussions or results in either of those scenarios. And then what is your solution for their pain? Because if your product or service solves their problem then you are on the right track.

Now that you have a baseline or starting point for your client persona, now you can take some extra steps to fine tune what the final persona will look like. One tool that you can use is if you have a Facebook ads account already. They have a tool within the ads manager that is called their audience insights tool and you can use that to research your target market a little more because it can help you learn things like pages they like on Facebook and job titles they have. Because when you start with some of the basics like gender, age, location, you can use that tool to drill down. We will also include in the show notes a document outlining how to use the audience insights tool within Facebook ads manager.

You may also want to fill out another client persona form describing someone that you do not want as a client. You can model this persona after say a nightmare client that you've worked with in the past. And you don't want to focus as much on say personality conflicts or differences that you may have had with this customer, but rather the reasons they were not right to work with. So an example could be they never followed through on the work they needed to for you to be able to complete your tasks. Or maybe they were constantly trying to get you to reduce your pricing. We don't want to haggle prices with people. We set our prices at a level that we need for our business. You could list excuses you would also get from them if they were just constantly saying, well, he couldn't do it because of this or that. And so once you create this negative client persona, you could use that in the future. So if you see someone come to you for services or to buy your products and the red flags come up because they match this client persona, then you can decide not to work with them.

Another great way to fill out your client persona worksheets is to send a survey to your existing clients because it'll help you get inside of their head a little bit more and it also takes the guesswork out of parts of the client persona worksheet. And I recommend sending the survey to those of your clients that you really love to work with because you want to get the information from your ideal clients versus the meh clients. When you create a survey or surveys, make sure that they are anonymous because that will allow your audience to feel safe when they're answering some of the questions as some of these questions are a bit personal, so let's take a look at a few resources for writing surveys. Hubspot is a great reference tool for inbound marketing that we use all the time here at Chill, and they have an article called 20 Buyer Persona Questions To Ask When Identifying Your Audience. Their questions are more for B2B surveys, like what knowledge and which tools do you use in your job, what are your biggest challenges, things like that, so we can be a great resource if you're a business that actually sells to other businesses. Clariant Creative has also written an article called Creating Personas, 38 Interview Questions To Get You Started. Their questions are also geared more towards B2B businesses, but even if you're a B2C business, you can glean some insightful questions to ask. Things like, what industry is your business in? What is the size of your company? What are the most common challenges in your industry? What does a typical workday look like for you? Questions like that can be really helpful when you're creating a survey to send out to your clients. Iterative marketing has an article, A Step By Step Guide for Creating a B2C Buyer Persona. And while their method is for B2C client personas, it lays out the steps how to create the persona, but you could very easily turn the fields or sections into the questions that you would ask in a survey. We will have the links to these articles in our show notes so that you can read the complete articles. You can even take our client persona worksheet we created for you to be more of a question format form for your surveys. Just turn them around and ask someone to fill them out.

Once you have a list of questions compiled, you can use Google forms as a free way to create the survey. Then to share the link with your email list. Survey monkey is also a great tool to use to actually create your surveys. We have also written an article called Creating Client Personas that you could read to learn more about how to use our client persona.

Now that you have a client persona, what are you supposed to do with it? A great next step is doing a Google search for an image of what this person looks like. Because this is not a public document, and you're not selling it, it's okay to grab any image that you find of someone that looks like who you envisioned your avatar looking like. Take this image and attach it to your client persona. This humanizes it more and makes the person more real.

Another article that we wrote that we recommend is Which Social Platform To Use, and it covers the demographics of the main users on each platform as well as certain types of businesses that do really well on each platform. So you can compare and see if your client persona matches some of those demographics for those social platforms. You can also take this detailed information and use it in places like social media ad targeting. So in your survey you should have asked them which social platforms they use. Our form has that question on it and this makes sure that you are providing valuable content on those platforms that they use. And it can also help you create ads on these platforms to target more people that are like your ideal client.

Not only is your client persona going to help you know which social platforms you need to be using, it's also going to help drive what you're going to be saying in your posts on social media. It's going to outline the type of verbiage you need to use, the type of imagery you need to use because you want to speak and show the way that your ideal client wants to hear and see. For instance, if your ideal client is an adrenaline junkie and you sell extreme vacations, you're going to use action, adrenaline pumping words like exciting, daring, heart pounding. You're not going to use words like calm and relaxing. And the imagery that you use, you may have people skydiving or hang gliding or Whitewater rafting depending on what your product or service is. You're not going to have people hanging out in a hammock reading a book or or kids playing in a Kiddie pool. You're going to want the imagery to reflect who you have outlined is your ideal client persona.

Another thing that we want you to do is if this is the first time you have worked on your client persona, we want you to revisit it in six months. So consider sending out another survey to your clients. This can let you know if things have changed among your target audience. Maybe they're ready for something new from you, like a next level of service or updated product. You won't know until you ask. It's even more important if you have a new product you want to launch. You can include questions about that in the survey. You also want to see if a new segment has evolved in your database since the last time you looked at your client persona. Because if it has, you may need to go through the steps creating a new client persona for that new segment of your audience. So however you track things in a calendar, whether it be on your phone or a paper planner I want you to write down six months from now that you're going to do these four things. Number one, review your current client personas. Number two, review the survey you sent out six months ago (ie: today) to see if any changes need to be made. Number three, resend your survey. Number four determine if you need to update your client personas and or create new ones.

We hope you found this episode helpful for you in regards to taking a deeper dive into your client personas. You can get all the links to items mentioned in this episode in the show notes on our website at www.chilldigitalmarketing.com/3. Be sure to check out our little sister podcast, Chill Digital Marketing's Week In Review, where we share the latest news from all the major social media platforms. We call it our little sister because it's only four to five minutes long. It is released every week on Friday mornings on most podcasts platforms, and if you are in the Boulder/Denver Metro area, we have several in-person workshops every month on all things digital marketing. You can find that listing on our website as well at www.chilldigitalmarketing.com/workshops-events. Thanks for joining us on another episode of the Chill Business Journey.