



Perfect Buyer Persona

Instructions:

1. Fill in this with everyone that deals with clients/ customers/ buyers in your team.
2. Educate & Coach them about Lifetime Value and Customer Loyalty Pyramid in your company.
3. Consolidate the PBP form to check on similarities, finalize the PBP type for each Loyalty Level.
4. Get your PBP template and match it to the LTV of your current customer. Split them into different Loyalty Levels. (if you are new business, validate with the upcoming sales data)
5. What is next?
 - a. Create offer/ content/ marketing campaign based on their Persona to level up their loyalty level.
 - b. If you have a sales team, give everyone a copy of the Persona, get them to remember the Persona and types of customer to serve and find. Strategize and create tactics, e.g. Customer Loyalty level Gold, what are their common needs? Provide a list of checklists of questions to ask (SOP creation)
 - c. Review persona every 3 months
 - i. Review is for alignment of the Persona and improvement based on data.
 - ii. Gather information and do it with your team.
 - iii. Channels for gathering information:
 1. Personal Experience when dealing with current customers (Happy/ Unhappy customer/ Prospects / Referrals)
 2. Survey or Interview (Ask the questions in the PBP, don't ask why they buy, instead ask them the feeling/ emotions and the process, and then ask why they feel/think that way)
 3. Talk & Listen to Customer (small talk about their life and their experience)
 4. Google/ Search their interest, hobbies, interest (interest can be used for FB Marketing, Use answerthepublic.com)
 5. Analyse your competitor Persona on their website, social media, and every Customer Touch Point (what kind of photo or language they use to show who they are serving?)



Persona Name				
Tribe		Loyalty Level		
Purchase Frequency		Purchase Size	LTV	
Age (Birthday)		Zodiac	Blood Type	
Persona Photo Draw your persona/ insert photo of your Perfect Buyer				
Gender		Marital Status		
No of Children List down Name/ Age/ Gender				



Education Level Be specific on the courses		Company Include industry as well	
Living Location		Job/ Occupation	
Hobbies Activity Persona do in their past time, spare time		Work Location If job needs to travel can put travel location	
Interest Something the Persona wants to do, or something they have feelings for. (It can be developed into a hobby e.g. interested in skydiving but have not)		Income Can be monthly/ annual, income is not only salary, it can be investment etc	
Books Book title, genre		Videos/ Movies Favourite videos type or movies	
Guru/ Idol Someone Persona Idolize and follows		Conference/ Events/ Magazine Conference or magazine that they subscribed	
Life Goals Ultimate life goals or dreams Persona want to achieve in their life			
Values Things they value in their life (e.g. honesty, beauty, community, natural, humour, sensitivity, minimalistic, speed, tolerance, family oriented, charity, leadership, love, vision, support, economy, equality, etc)			



Communication Channel Channels they are familiar with, social media or traditional media, offline and online			
Villain 1. Source of problems 2. Relatable 3. Singular (only One) 4. Real	Their Problems/ Challenges Companies tend to sell solutions to EXTERNAL problems, but people buy solutions to INTERNAL problems, why they buy you and not competitors because of the PHILOSOPHICAL meaning.		
	External Physical, on the surface and tangible problem that must be solved to overcome.	Internal Internally what customers feel if they cannot solve the external problems	Philosophical Philosophical beliefs, something should and should not. What do they value?



Objections Objections towards your offer, excuses they use to reject you. 4 types of customer objections:	Confusions Process confusion that they are not clear with the pre, during and post offer. Examples of questions they will ask, and how we can answer them.	Fear or Risk Monetary, functional (will this work?), physical, social, psychological.
<ol style="list-style-type: none">1. Price (Value)2. Quality3. Trust4. Stall		



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Resolving Objections Resolving customer confusion and Fear	Process Process that you can list out to counter their confusions. Pre, During and Post process of your offer.	Value Justification Testimonial, guarantee, authority, awards, credibility that will reduce their fear.



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Transformation of Daily Life	Before	After
Before and after, daily live transformation after using your product or offer.	Before taking your offer	After taking your offer