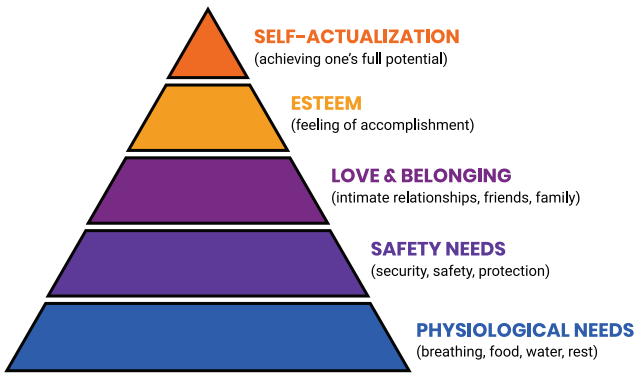


World's Best Buyer Persona System™



1. Persona Name:		
2. Age:	3. Income:	4. Title:
5. What situation needs to be resolved?		
6. What do they want? What do you offer that resolves this situation?		

TRIALS & TRIBULATIONS

7. What problem(s) has this situation caused?

8. These problems lead to what emotions?

8a.
What emotion on Maslow's Hierarchy of Needs? 8b.

What are their beliefs?

9. Action Beliefs (Gain) What do they hope to achieve, and what would define success?
10. Inaction Beliefs (Pain) What does failure look like if they take no action or the wrong action?

TRIGGERING EVENTS

11. What are the triggering event(s) that leads to them searching for a solution?

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NOISE IN THE MARKETPLACE

What noise are they seeing in the marketplace that may have an influence on their situation?

12. What are they seeing?	13. What are they being told or hearing?	14. What are they doing?
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SEARCHING FOR A SOLUTION

Trust using empathy

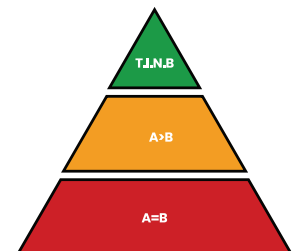
15a. Why should they trust you?
15b. What emotion on Maslow's hierarchy of needs does this satisfy?

Respect by providing authority

16a. What gives you the authority to provide a solution?
16b. What emotion on Maslow's hierarchy of needs does this satisfy?

What makes you a secret weapon? What is your unique value proposition? What makes you different?

17a. T.I.N.B.
17b. What emotion on Maslow's Hierarchy of Needs does this satisfy?



AC/DC

What should they do now? What would help them along with their journey?

AWARENESS STAGE

They are identifying and understanding their pain or problem.

18a. What Questions are They Asking in the **Awareness Stage**?

18b. What action do you want them to take?

CONSIDERATION STAGE

They are searching for and comparing solutions to their problem. Not just competitors but also alternatives.

19a. What Questions are They Asking in the **Consideration Stage**?

19b. What action do you want them to take?

DECISION STAGE

They are aware of you as a provider and are on the cusp of making a decision.

20a. What Questions are They Asking in the **Decision Stage**?

20b. What action do you want them to take?

Many common concerns also correspond with decision stage on funnel.

21. Common Concerns

CONCLUSION

What do they feel like if they

22. Win

23. Lose

IS YOUR MESSAGE READY TO BE DELIVERED?

24. From



25. To