

# World's Best Buyer Persona® System

1. Persona Name

is a

2. Age

-year-old

3. Gender

He/She

makes

4. Income

annually. His/Her current situation is that

(Circle one)

He/She

5. What is the situation?

In order to alleviate the stress and pain of this, they

6. What do they want?

The problem(s) is/are

(Circle one)

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

which leads to the following emotions, feelings, and stresses:

8a. These problems lead to what emotions?

According to Maslow's Hierarchy, the motivating need is

8b. Maslow's

The internal conflict is

9. Action Beliefs

versus

10. Inaction Beliefs

The following triggering event(s)

11. Trigger event

, 11. Trigger event

, and

11. Trigger event

Made them search for solutions. As he/she searches for solutions, he/she

(Circle one)

(Circle one)

discovers lots of noise in the marketplace. This noise is a distraction, since many of the

competitors are really good at making all sorts of noise as it relates to their problem. He/She

(Circle one)

is seeing

12. Seeing

which is a potential solution to the problem.

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He/She is being told or is hearing  
(Circle one)

13. Hearing

He/She is searching for answers to the problem by

14. Doing

In order to cut through the noise I must create messaging that gains trust by showing empathy.

Therefore, I must share that

15a. Trust using empathy

Unlike the competition, who only addresses the problem, my messaging directly address the

15b. Maslow's

needs within Maslow's Hierarchy of Needs. Because of this, we

will gain more trust and authority. Our authority will only be reinforced further, because

16a. Respect by providing authority

Because of this, our authority will satisfy the

16b. Maslow's

needs on

Maslow's Hierarchy of Needs.

In addition, our T.I.N.B. methodology sets us apart from the competition, because

16a. Respect by providing authority

Our T.I.N.B. meets the

17b. Maslow's

needs on Maslow's Hierarchy of needs.

If the persona is in the awareness stage, they may be searching for phrases such as:

18a. Awareness Stage

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I will be addressing these questions and concerns with my blog and FAQ pages. Here are a few of the call to actions that may be appealing to the persona.

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

If the persona is in the consideration stage, they may be searching for phrases such as:

19a. Consideration Stage

I will be addressing these questions and concerns with my blog, FAQ, and service pages. Here are a few of the call to actions that may be appealing to the persona.

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

If the persona is in the decision stage, they may want to know

20a. Decision Stage

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I will be addressing these questions and concerns during sales calls, service pages, sales pages, and landing pages. Here are a few of the call to actions that may be appealing to the persona.

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

I also understand the persona may have some common concerns. So far I have identified the following concerns and I will be sure we are able to address them.

21. Common concerns

This messaging is designed to make them feel

22. Win

instead of the alternative

23. lose

if they were to select the wrong provider.

By taking action, our persona will move from a state of

24. From

to

25. To