CLIENT PERSONA TEMPLATE

1. RESEARCH	Do your research about existing clients and followers on social media. Using Analytics, find out the following: ● Age group ● Lifestyle ● Spending power ● Purchasing decisions ● Affordability ● Likes and dislikes ● Activity on social media platforms
2. CLIENT MOTIVE	For this, you need to understand why your client would be interested in purchasing your product. ● Motive - Personal or Professional ● Problems and their solution Once you figure it out, you can use the following to persuade your customers- ● Sales team ● Customer care ● Social media campaigns ● Questionnaire
3. YOUR RELATION	Figure out your role in your client's life. ● What do you entail? ● Are you able to come up with solutions? ● Features of your product ● More importantly, benefits of your products
4. CREATE PERSONA	Now, you can create a Client Persona using the following steps. ● Common attributes of your clients ● The persona has to seem like a real person to you ● Define an age group ● Understand the finances of your potential clients ● Put yourself in their shoes and analyze how you can persuade them to make a purchase.