

Build Your Client Personas with AI

One prompt. Two complete personas. Ready in minutes.

Cleaning Company Blueprint | Inner Circle Member Resource

Vic and Jen built Oak Bay Clean to \$2.6M knowing exactly who their ideal client was and exactly who was going to drain their energy. This prompt gives you the same clarity for your own market in about 10 minutes.

Paste the prompt below into ChatGPT or Claude. Replace [YOUR CITY / SERVICE AREA] with your actual city (e.g. Austin TX, North Vancouver BC, Leeds UK). Then copy the output into your Jordan and Nancy persona templates.

Three Steps

1	Open the AI	Go to chat.openai.com (ChatGPT) or claude.ai (Claude). Either works. Free versions are fine.
2	Paste the prompt	Copy everything in the box below. Replace [YOUR CITY / SERVICE AREA] with your actual city in all three places it appears. Then hit send.
3	Copy the output	When the AI is done, copy each section into the matching part of your Jordan and Nancy persona templates. Done.

The Prompt

Before you paste

Find the three places that say [YOUR CITY / SERVICE AREA] and replace all three with your actual city. Do not change anything else. The prompt is written to get you specific, useful output as-is. If the AI asks you a clarifying question, just answer it and it will continue.

COPY EVERYTHING BELOW THIS LINE

You are going to help me build two client personas for my cleaning business in [YOUR CITY / SERVICE AREA].

I want you to do real market research based on what you know about customer reviews, behaviors, and expectations in the residential cleaning industry. Then I want you to output two complete, filled-in persona profiles.

Do not give me generic advice. Write everything in the actual voice and language of real customers. Use the kind of words a real person would put in a Google review, not marketing copy.

PERSONA 1: JORDAN (My Ideal Client)

Jordan is a busy professional (30-50) in [YOUR CITY]. They value time, reliability, and convenience above price. They want a "set it and forget it" cleaning service. They book online, pay automatically, and trust the team to do the job without supervision.

Build me a full Jordan profile for [YOUR CITY] with the following sections:

1. ONE-PARAGRAPH SNAPSHOT
2-3 sentences describing who Jordan is in this specific market.
2. DEMOGRAPHICS
Age range, occupation type, income level, family status, home type, and which neighborhoods in [YOUR CITY] they are most likely to live in.
3. PSYCHOGRAPHICS
Lifestyle, top values, personality traits, how they make decisions, and what they fear most about hiring a cleaning company.
4. WHAT THEY SAY (PAIN TO PLEASURE TABLE)
10 rows. Each row has three columns:
 - Theme (e.g. Reliability, Trust, Communication)
 - What they say when frustrated (verbatim, in their own words)
 - What they say when thrilled (verbatim, in their own words)
5. WHAT ATTRACTS THEM
8 specific things that make Jordan choose a cleaning company and stay loyal.
6. WHAT DRIVES THEM AWAY
8 specific things that make Jordan leave a bad review or never rebook.
7. HOW TO REACH THEM
Where they search, what they type into Google, what makes them click, what makes them book, and what makes them refer.

PERSONA 2: NANCY (The Client to Design Around)

Nancy is a retired or semi-retired homeowner in [YOUR CITY]. She is price-sensitive, prefers to call rather than book online, wants to supervise the clean, and has high expectations that are difficult to meet at standard pricing. She is not a bad person. She is simply not the right fit for a modern, systemized cleaning business.

Build me a full Nancy profile for [YOUR CITY] with the following sections:

1. ONE-PARAGRAPH SNAPSHOT

2-3 sentences describing who Nancy is in this specific market.

2. DEMOGRAPHICS

Age range, occupation, income type, family status, home type, and where in [YOUR CITY] she is most commonly found.

3. WARNING SIGNS (BEFORE, DURING, AND AFTER THE CLEAN)

A table with three sections: behaviors she shows before booking, during the clean, and after the clean. Write each behavior in plain observational language - what you would actually see or hear.

4. WHAT SHE SAYS IN 1-STAR REVIEWS

8-10 verbatim-style quotes written in the voice of a real 1-star reviewer.

These should sound like something a real person actually wrote on Google.

5. HOW TO FILTER HER OUT

8 specific policies or design choices that make Nancy self-select out without any confrontation. For each one, explain briefly why it works.

6. JORDAN VS NANCY AT A GLANCE

A side-by-side comparison table. 8 rows. Left column is what Jordan does.

Right column is what Nancy does. Specific and observable, not abstract.

Format your response clearly with headers for each section.

Be specific to [YOUR CITY]. If you know relevant details about the cost of living, typical demographics, or competitive cleaning market in that city, use them.

Write everything as if a smart, experienced cleaning business owner in [YOUR CITY] is going to use this to make real decisions tomorrow.

What the AI Will Give You

The prompt asks the AI to build both personas in one pass. Here is exactly what comes back:

	Section	Where it goes in your Jordan template
J 1	One-Paragraph Snapshot	Paste into the Snapshot box at the top of the Jordan template
J 2	Demographics	Fill in the Demographics table row by row
J 3	Psychographics	Fill in the Psychographics table row by row
J 4	Pain to Pleasure table	Copy each row into the 'What They Say vs. What They Want' table
J 5	What attracts them	Paste into the 'What Attracts Jordan' bullet section
J 6	What drives them away	Paste into the 'What Drives Jordan Away' bullet section
J 7	How to reach them	Fill in the 'How to Reach Jordan' table row by row

	Section	Where it goes in your Nancy template
N 1	One-Paragraph Snapshot	Paste into the Snapshot box at the top of the Nancy template
N 2	Demographics	Fill in the Demographics table row by row
N 3	Warning Signs table	Fill in the Behaviors and Warning Signs table, sorted by stage
N 4	1-Star Review Quotes	Paste directly into the '1-Star Review Quotes' section
N 5	How to filter her out	Fill in the Filter Strategy checklist
N 6	Jordan vs. Nancy comparison	Fill in the comparison table at the bottom of the Nancy template

If You Want to Go Deeper

The prompt above gives you a solid, complete starting point. Once you have your personas filled in, these follow-up prompts push the research further. Paste them into the same AI session right after the first output.

FOLLOW-UP: Get more real customer language

The quotes and phrases you gave me are good, but I want them to sound even more like a real person typing a review on their phone.

Rewrite the Pain Lines from Jordan's profile and the 1-star quotes from Nancy's profile in the most natural, unpolished, conversational way possible.

Think: someone texting a friend about a frustrating experience.

Not a formal complaint. Not marketing language. Real words.

FOLLOW-UP: Check your own website and marketing

Based on the Jordan and Nancy profiles you just built, review this copy from my website / social media / booking page:

[PASTE YOUR COPY HERE]

Tell me:

1. Which parts of this copy speak directly to Jordan and would attract her?
2. Which parts might accidentally attract a Nancy-type client instead?
3. What are the 3 most important changes I should make based on what you know about my ideal client in [YOUR CITY]?

FOLLOW-UP: Turn Jordan's voice into social media content

Using the exact language and phrases Jordan uses (from her Pain Lines and the things that attract her), write me 5 social media captions for my cleaning business in [YOUR CITY].

Each caption should:

- Speak directly to one of Jordan's fears or desires
- Use her actual words and phrases where possible
- End with a clear, simple call to action (book online, check the link, etc.)
- Be under 150 words

Write these for Instagram but keep them short enough to work on Facebook too.

A note from Vic

Jen and I spent years figuring out who we wanted to work with and who we did not. Once we knew, every decision got easier. The pricing, the policies, the way we answered the phone. All of it clicked because we had a clear picture of who we were building for. This prompt gives you that picture in one afternoon. Use it.