

Buyer Persona & Unique Selling Proposition

1. Create a Buyer Persona

Who exactly are your customers and what specific problem are you solving for them?

1. **What are they trying to achieve:** Start drinking beer to understand the industry he is in and what is beer culture
2. **Name:** John
3. **Age:** 27
4. **Gender:** Male
5. **Address:** America
6. **Occupation:** Working Full-time
7. **Married (Y/N):** N
8. **Children (Y/N):** N
9. **Specific problem you can help with:** understanding why people buy specific beers
10. **5 Places they spend their time online/offline to resolve this problem:**
 - Instagram - Where they posts most of products
 - Facebook - Facebook groups
 - Google Search
 - Twitter
 - Online gossip blogs

2. Identify Your Unique Selling Proposition

How will your product/service succeed in the marketplace where others may have failed?

1. **Product/Service Description:** Help them start their own business with Zero real investment.
2. **What are you not going to do:** Will not indulge people into any 'Get Rich Quick' schemes
3. **What will be unique:** Exponential income growth in a short span of time
4. **Proof can deliver on the promise:** Testimonies posted on website and all social media platforms
5. **Pricing Strategy:** Very competitive pricing with money back guarantee

[Example Buyer Persona & Unique Selling Proposition](#)

What customers want.

- Part time income
- Side income

- New business idea
- Being unique from others

Keywords they searching for

- Part time income
- Part time work
- Network marketing
- Multi Level Marketing
- Start your own business
- Risk free business
- Top business ideas in India
- Entrepreneur
- Business opportunity
- Startup
- Passive income source
- Best business opportunity
- Best business idea
- Self employment
- Personality development