

Are you ready to start writing amazing and effective content for your business?

Then let's get started!

First, we need to figure out EXACTLY who we're talking to - and that requires some super-duper sexy research. (Yes, it does take time, but I promise, it's not hard to do and it makes a BIG difference)

Start here on this page by reading the tips + instructions on where to find good data (**DATA, not guesses!**), then feel free to move on to the next tab

Got questions? Always feel free to reach out to me if you need anything:

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Already Have Clients? Start Here

Your current and past clients are a HUGE source of great data!

- Are you Facebook friends with your clients? Check out what they share on social media!
- Review your notes from previous work - what do you know about them? What questions do they ask the most often? Use that
- You can even just pick up the phone or fire off a quick email to a couple of your favorite clients and ASK them a few questions directly!

Don't Have Clients Yet? No Problem!

Even if you're just getting started, there are plenty of places to easily find this kind of information for free:

- Who's your competition? Who else is serving the clients you want to work for? Follow THEM online and learn from them how they talk to your ideal clients!
- Go to the online spaces where your clients are! For example, let's say you wanna work with real estate agents. So, find Facebook and LinkedIn groups they're in, the Quora threads they follow, etc.
- Use the Media Kit of a magazine relevant to your niche - this is a great one for hard data! (Start by finding niche magazine at <https://www.magazines.com/>, or follow the link in the next bullet point for more guidance)
- [You can also find more specific ideas and instructions HERE in this blog post I wrote](#)

Other Resources

Wanna get more in depth on the why and how? I did a 3-part series on it!

You can even pick your favorite format - read the blogs, or watch the recorded Lives on YouTube:

- 1: Having a "Target Market" Isn't Enough - Why Your Bookkeeping Business Needs Marketing Personas**
[read here](#) • [watch/listen here](#)
- 2: How to Find the Data You Need to Create Marketing Personas for your Bookkeeping Business**
[read here](#) • [watch/listen here](#)
- 3: How to Humanize (And Talk to) your Ideal Client Avatar**
[read here](#) • [watch/listen here](#)



Don't stress out, you do **NOT** need to fill out everything!
 Just fill out as much as you can, shooting for
 a minimum of 10-15 things for each persona

client avatar worksheet

	PERSONA 1	PERSONA 2	PERSONA 3
Name Name this persona appropriately for reference in future conversations			
DEMOGRAPHICS			
Age Range			
Generation Gen-Ex, Millennial, etc.			
Sex			
Education			
Location			
Relationship Status			
Kids?			
Lives with:			
PERSONALITY			
Personality Type Think Meyers-Briggs, DISC assessment, etc			
Mentality What do they secretly want? What are they looking for? How do they want to be perceived?			
Describes Himself/Herself As:			
Friends Come to Him/Her when they need:			
Appreciates:			
Idolizes:			
Trusts:			
Distrusts:			
Values Above All Else:			
Wishes:			
Absolutely Loathes:			
What drives them to action?			
Strategic or reactive?			
High risk or low risk individual?			
BUSINESS/WORK DETAILS			
Previous Jobs			
Job Title / Business Status			
Loves or Loathes it?			
Salary			
Budget			
Enemies Who are they bothered or threatened by professionally (e. g. younger, more tech-savvy employees)?			
Heroes Who do they look up to in their profession, industry, or life?			
Work Goals What do they want to achieve for their company or for themselves?			



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	PERSONA 1	PERSONA 2	PERSONA 3
Name Name this persona appropriately for reference in future conversations			
Pain Points What persistent obstacles/challenges do they face?			
Approval Who gives them recognition at work?			
TASTE + PREFERENCES			
Favorite Drink			
Favorite Music/Podcasts			
Favorite TV/movies			
Favorite books			
Favorite Restaurants			
Clothes			
Transportation			
Interests / Hobbies / Weekend Activities			
Preferred News Sources + Websites			
AS A (POTENTIAL) CLIENT			
How would they hear about your company?	Facebook posts and friends; bookkeeping facebook groups	Facebook and referral	
How do they think your product / service solves their problems?			
What might make them hesitant to use your product/service?			
What is their immediate need?			
What problems COULD they have in the future without your product/service?			