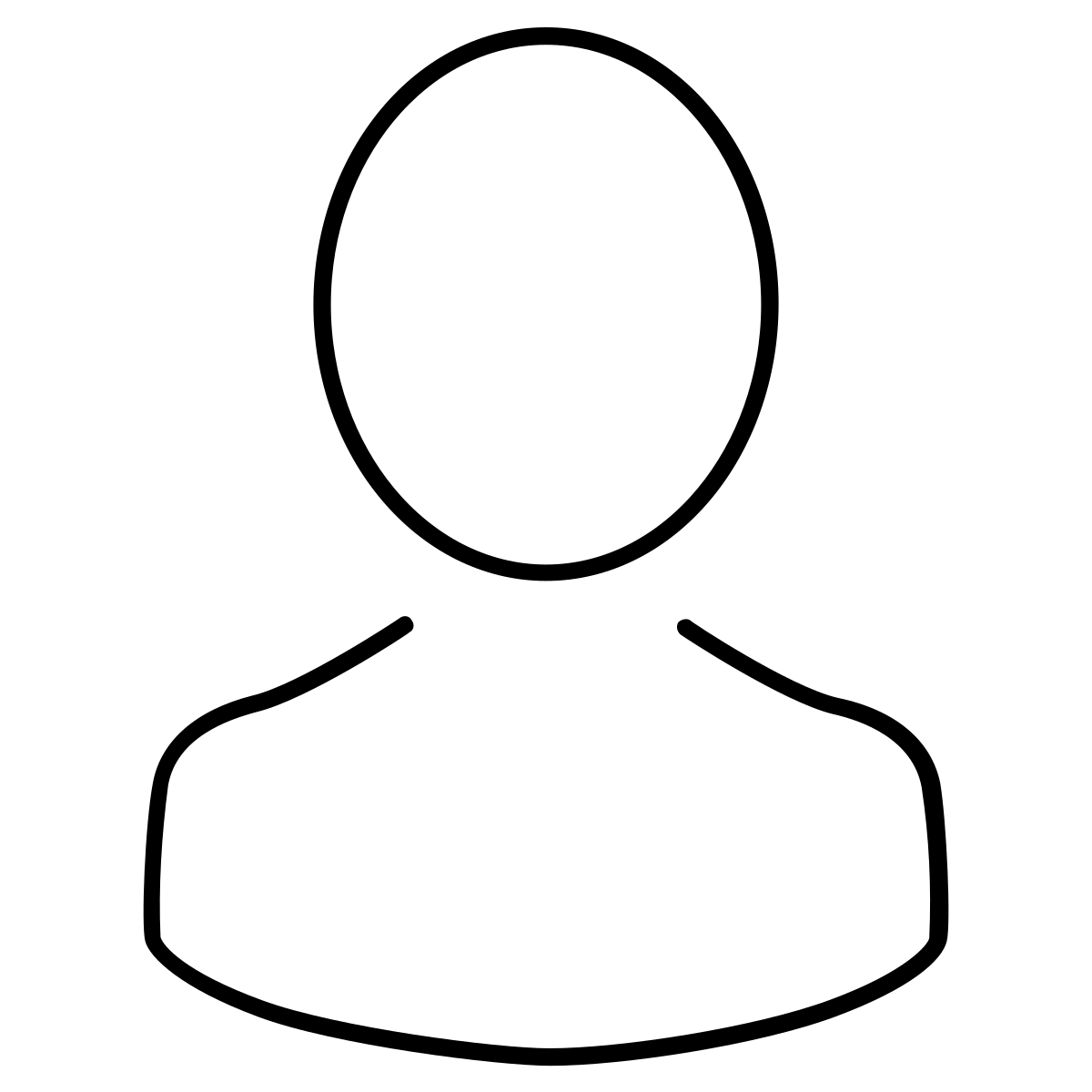
**TARGET MARKET PERSONAS**

**Persona Name: Avatar Photo:**

**Age:**

**Occupation:**

**Income:**

**Location:** Where do they live?

**Two word description of this person:**

**Quote:** If you were them, what would your motto be pertaining to the product or service you will offer them? For example, if you plan to specialize in Family Portraits, Molly Mom’s quote might be:

*“Family portraits are the things I would be truly devastated over losing in a fire. They are an extremely important heirloom to me and I plan to have them taken every year to record my family’s history.”* Or something like that.

**Motivations:**

**Goals:**

**Frustrations/Obstacles:**

**Personality Traits:**

**Demeanor:**

**Brief Biography:**

**Business/Industry they are in:**

**What was their Career Path?**

**How proficient are they in using technology?**

**What is their family life like?**

**What brands inspire them?** Insert the logos of those brands here

**Communication preferences:**

**How can we access them?**

**What problem or problems do they face?**

**What keeps them up at night?**

**What can we do:**

**To help our persona achieve their goals?**

**To help our persona overcome their challenges?**

**What solution can we offer?**

**Why would they be coming to our webpage?**

**What are they expecting from our page?**

**Common Objections:**

**Why wouldn’t they buy our product or service?**

**What motivates their buying decisions?**

Feel free to add more questions, even more specific questions, like what’s their astrological sign, their favorite meal, their favorite movie, etc.

**Real life quotes:**

Ideally something someone you know actually said about their problem and how your product specifically solves it.

These can become testimonials for you to publish on your marketing materials by asking permission from the person who said it first.

**1 to 2 sentence brief description:**

Juan Garcia is between the ages of 30 and 40. He is a Hispanic realtor serving the Hispanic market of people looking for homes in Pasadena in the $300,000 to $500,000 range. He is married, most likely has children between the ages of <1 year and 18+. He makes $75,000 on average per year, and he values family. He spends his free time with his wife and kids engaging in fun activities. His favorite brands are Disney and Home Depot.

We wrote the above without any research. Again, use the research you conduct to really get to know this persona. Know them so well that you can begin answering the next questions in the language they would actually use.

**What is a day in their life like?**

Write out a typical day in your persona’s life. Write it in the first person as if you are them, and describe their activities and feelings from the moment they wake up to the moment they go to sleep.

**Competition Analysis:**

Next, it’s time to look at your competition. By researching other Photographers in your niche and area, you will uncover valuable info about what to offer in packages, how your pricing compares to their packages, and how they are presenting their packages, pricing, and ultimately, their business.

This is not an intimation to copy their packages, pricing and marketing. It is a suggestion to analyze your competition to find out:

**What Clients are they targeting?**

**What problems are they solving?**

**In what areas are they lacking?**

Then brainstorm on how to improve on that. Do not get discouraged or overconfident here. Again, take out the emotion and simply evaluate what’s currently available.

**Marketing Messaging:**

Now let’s turn our attention to questions about your own business. This is the time to start thinking about your answers, answers that will serve as the basis for your branding and marketing materials.

**How should we describe our solution to our persona?**

**Elevator Pitch:**

An elevator pitch is a brief (think 30 seconds) way of introducing yourself, getting across a key point or two about your business, and making a connection with someone. It's called an elevator pitch because it takes roughly the amount of time you'd spend riding in an elevator with someone.[[1]](#footnote-1) (Thanks Princeton University!)

**Use our elevator pitch to tell our persona about our solution:**

**How are we different from the competition, and why is this relevant to Clients?**

**What is the specific and unique benefit to choosing us over the competition?**

**Why do our Clients care about this benefit?**

**What is the one benefit we offer that our Target Client values above all others?**

Now, do this whole process again for each. and. every. single Client you plan to serve. If you’re also offering business headshots and wedding packages, then do this for Brad Businessman and Jack and Jill Newlyweds, along with every other persona you hope to have as your Client.

We cannot emphasize enough how much the more detailed work you do here, the more it will pay off later. Going back to the seed analogy, you may feel at this point that this is an exercise in redundant busy work, the point where all you see is just dirt, and sometimes it’s manure. Only until much later, a tuft of green appears and it begins to flourish.

*Though you can easily count the seeds in an apple, you can’t count the apples in a seed*

Unknown

1. https://careerdevelopment.princeton.edu/sites/g/files/toruqf1041/files/media/elevator\_pitch.pdf [↑](#footnote-ref-1)