

A Helpful Starter Guide to Thinking Like Your Persona

by James Heaton

Creating a persona can be an extremely helpful tool when identifying your target market, analyzing your services, or laying the foundation for your marketing efforts. However, creating a rich, detailed and insightful persona can take some effort.

Here is an abbreviated version of our guided ideal persona meeting which usually takes about two and a half hours. This version may serve to put your mind on the path to acquiring some insight into the thoughts of your target persona.



- ① What is your ideal persona's name, age, and gender?
- ② What is his/her marital status? Does he/she have children? What are their names? Describe them.
- ③ What/who inspires him/her? Who does he/she idolize?
- ④ Where or to whom does he/she go for knowledge?
- ⑤ What is his/her dream vacation locale?



- ⑥ What does he/she Google? Include everything you can think of that's related to your firm and him/her.

- ⑦ Does he/she follow any blogs or subscribe to magazines? Which ones?

- ⑧ What are his/her guilty pleasures?

This quick version should give you a taste of what it's like to begin to think, feel, and act like your target persona.

Perhaps additional questions that you'd like to ask him/her occurred to you.

This puts you on the path to being able to think like your targets, and understand their feelings and behaviors as they relate to your firm and its services.

If you think you are ready to delve deeper into your target persona's mind, and begin to ask him/her for advice about your product or service, you may want to talk to us about our full persona meeting as part of the marketing discovery and research process.

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