

worksheet #2

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**Who are my *clients*?**

**What are their**

**pains & gains?**

prepared by

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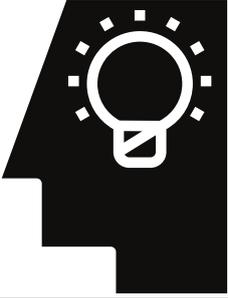
# Who are my *clients*?

## WHAT ARE CUSTOMER PERSONAS & WHY WE (SERIOUSLY) NEED THEM?

A **customer persona** is a fictional representation of your ideal customer or target audience. If, say, you are looking to appeal to developers for future business, we would create a Developer Persona. For example, Paul is a design manager-developer, about 45-50 years old, 20+ years' experience, with very specific needs related to your business. Paul's bio would also include areas of concern related to his main "pain points", challenges, and expectations.

Knowing your ideal client is crucial in the design and build industry. Getting specific about who they are and what keeps them awake at night is a crucial part of any content strategy.

# Who are my *clients?*

CUSTOMER PERSONA 1			
	<b>PROFILE SUMMARY:</b>		<b>MEDIA/ BRANDS:</b>
	<b>PERSONALITY:</b>		
<b>INTEREST/ BEHAVIOURS:</b>			
<b>Age:</b>	<b>MOTIVATIONS:</b>	<b>FRUSTRATIONS:</b>	<b>INFLUENCES:</b>
<b>Occupation:</b>			
<b>Status:</b>			
<b>Location:</b>			

CUSTOMER PERSONA 2			
	<b>PROFILE SUMMARY:</b>		<b>MEDIA/ BRANDS:</b>
	<b>PERSONALITY:</b>		
<b>INTEREST/ BEHAVIOURS:</b>			
<b>Age:</b>	<b>MOTIVATIONS:</b>	<b>FRUSTRATIONS:</b>	<b>INFLUENCES:</b>
<b>Occupation:</b>			
<b>Status:</b>			
<b>Location:</b>			

# Key questions

**Who are they?** Demographics such as gender, age, and education

**What is their job?** Data such as title, company size, industry, and general job responsibilities

**What is a day in their life like?** Describe what an average day is like for them, who they are dealing with

**What are their primary pain points?** Describe the primary challenges they are trying to overcome that relate to your design services

**What do they value most and what are their goals?** Explain what they value most in making a final decision, what they are trying to accomplish in each project

**Where do they go for information?** Identify the primary sources they use to gather information in their research and purchase decision process

**What's important to them in selecting an architect or a designer?** List what is most important, such as having proven experience, being an expert in that field

**What are their most common objections?** List the reasons you hear most often for why your solutions won't meet their needs

# Next steps

## TO REMEMBER

Personas compile information about a client's problems, ambitions, working infrastructure, and more to help you shape your content marketing to better appeal to them.

Whether it's for blogs, eBooks, website copy, social media posts or email newsletter, personas are a guide containing all the information you need to shape your content to your clients.

- Focus on where customers spend their time
- Speak their language
- Creating persona-specific content
- Partner with people your personas love

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**Thank  
you.**

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