

The answers to these questions will determine largely our marketing direction and contribute significantly to the strategy. Please take some time to think about them. Try to be as specific as possible. Please have the salespeople to be involved in the process. For questions that you are not able to answer/do not understand, do not worry. I will clarify them with you. Thanks for your assistance.

Questions

Typical demographics of your audience group? Male/female, age range, background etc

Common problems/pain points faced by target audience

Goals of the target audience

What is stopping them from reaching those goals?

What is the consequence of them not using your product?

What is your company's core value proposition? Or in other words, why do customers choose you? (relative to your competition)

What are the common objections towards your type of product?

Is there any recent news that affects your audience?

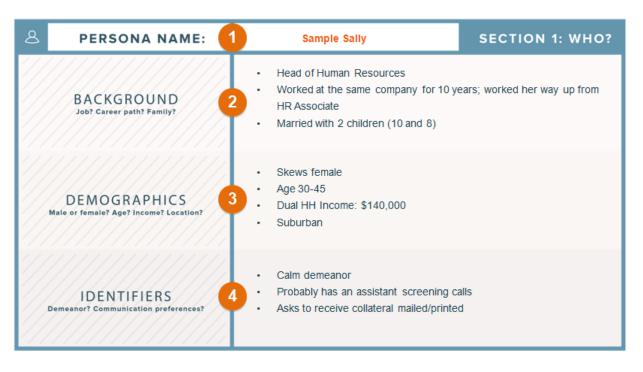
What does your audience look for in your type of product or service?

Where (especially online) does your audience go to for answers, help, and to just hang out?

Are there any influencers in the industry that your audience follows?or events they go to? Or books they read?



Sample Fictitious Persona (just for reference)







8	PERSONA NAME:	Sample Sally	SECTION 3: WHY?	
REAL QUOTES About goals, challenges, etc.		technologies in the past." "I don't have time to train new employed databases and platforms." "I've had to deal with so many painful in the content of the	"I don't have time to train new employees on a million different	
COMMON OBJECTIONS Why wouldn't they buy your product/service?		· ·	I'm worried I'll lose data transitioning to a new system. I don't want to have to train the entire company on how to use a new system.	