



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)

	PERSONA NAME:	1 Sample Sally	SECTION 1: WHO?
BACKGROUND <i>Job? Career path? Family?</i>	2	<ul style="list-style-type: none">• Head of Human Resources• Worked at the same company for 10 years; worked her way up from HR Associate• Married with 2 children (10 and 8)	
DEMOGRAPHICS <i>Male or female? Age? Income? Location?</i>	3	<ul style="list-style-type: none">• Skews female• Age 30-45• Dual HH Income: \$140,000• Suburban	
IDENTIFIERS <i>Demeanor? Communication preferences?</i>	4	<ul style="list-style-type: none">• Calm demeanor• Probably has an assistant screening calls• Asks to receive collateral mailed/printed	

	PERSONA NAME:	Sample Sally	SECTION 2: WHAT?
GOALS <i>Primary goal? Secondary goal?</i>	5	<ul style="list-style-type: none">• Keep employees happy and turnover low• Support legal and finance teams	
CHALLENGES <i>Primary challenge? Secondary challenge?</i>	6	<ul style="list-style-type: none">• Getting everything done with a small staff• Rolling out changes to the entire company	
WHAT CAN WE DO <i>... to help our persona achieve their goals? ... to help our persona overcome their challenges?</i>	7	<ul style="list-style-type: none">• Make it easy to manage all employee data in one place• Integrate with legal and finance teams' systems	

 PERSONA NAME:	Sample Sally	SECTION 3: WHY?
<p>REAL QUOTES <i>About goals, challenges, etc.</i></p>	<ul style="list-style-type: none"> • "It's been difficult getting company-wide adoption of new technologies in the past." • "I don't have time to train new employees on a million different databases and platforms." • "I've had to deal with so many painful integrations with other departments' databases and software." 	
<p>COMMON OBJECTIONS <i>Why wouldn't they buy your product/service?</i></p>	<ul style="list-style-type: none"> • 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. 	