

Developing Your Client Persona's

Client Persona #1	
Age range	
Gender	
Marital / Family Status	
Where are they based	
What do they do for work?	
What do they earn?	
What do they drive?	
What is their education Level?	
What social media are they on?	
What do they watch on TV?	
What do they read?	
What do they listen to?	
Do they currently shop online?	
What are the problems they're trying to solve?	
What are the challenges they face?	
What are they looking for in an expert?	



The Digital Guide's Useful Resources

What is their typical pathway to purchase?

What would be their perfect customer experience?

Using everything you've identified above create a story about this client persona.

The Digital Guide's Useful Resources

Client Persona #2	
Age range	
Gender	
Marital / Family Status	
Where are they based	
What do they do for work?	
What do they earn?	
What do they drive?	
What is their education Level?	
What social media are they on?	
What do they watch on TV?	
What do they read?	
What do they listen to?	
Do they currently shop online?	
What are the problems they're trying to solve?	
What are the challenges they face?	
What are they looking for in an expert?	



The Digital Guide's Useful Resources

What is their typical pathway to purchase?

What would be their perfect customer experience?

Using everything you've identified above create a story about this client persona.

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Client Persona #3	
Age range	
Gender	
Marital / Family Status	
Where are they based	
What do they do for work?	
What do they earn?	
What do they drive?	
What is their education Level?	
What social media are they on?	
What do they watch on TV?	
What do they read?	
What do they listen to?	
Do they currently shop online?	
What are the problems they're trying to solve?	
What are the challenges they face?	
What are they looking for in an expert?	



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What is their typical pathway to purchase?

What would be their perfect customer experience?

Using everything you've identified above create a story about this client persona.