Tactical MA Personas Guide

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Persona Role

"Create the ideal buyer."

We recommend three personas per vertical:

The "Decision Maker" is involved with budget approval and bottom line.
(CEO's, CFO's, Financial Managers)

If they don't have the final say, but will actually be using the product or service, they are the "Influencer."
(Marketing Directors, Operations Managers)

Will they reap the rewards of the change? Is it their pain point we're trying to solve? You have your "Beneficiary!"
(Sales, Techs, Office Managers)

❏   DECISION MAKER   ❏   INFLUENCER   ❏   BENEFICIARY

Demographic

"If your persona is a company profile, you are guaranteed to miss."

After deciding which of the three basic personas you're identifying, give them a name! Remember, this process is meant to help YOU, so have fun with it! We love alliterations, but character names work too, so long as they fit the persona you are building.

Name:

Age:

Occupation: Income:

Education:

Housing:

Geography:

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Psychographic

"If your Persona is all demographic… then your Persona is BAD."

This is where you show that you really get your audience.
Here are our go-to questions, but feel free to add more based on your needs and the needs of your audience.

What are their motivations?

What are their frustrations?

What are their responsibilities?

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Psychographic (cont.)

What is an average day like?

What are their goals?

How do they get their information?

Who and what influences the decisions they make?

How well do they understand your industry?

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Four Critical Questions

"Do I really know who I'm talking to?"

These are the four absolutely critical questions you should ask for every single Persona. They are the core of everything we create at Tactical MA. Simple, yet oh so effective:

"What's the problem they need you to solve?"

"How will your solution help solve this problem?"

"Why is your solution better than any other option?"

"Why would they object to the solution you offer?"

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"If you try to reach everyone, you will reach no one. If you try to be everything, you will be nothing."

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