



## Persona Character Development

### *Exercise*

Now, it's time to go to a quiet place, turn off all devices, shut down all interruptions, turn the lights down, take a few deeps breaths....now put on a little Barry White....

I'm just kidding lol You don't have to go to THAT extreme BUT it is important for you to FOCUS without interruptions so you can fully emerge your mind in this exercise.

Yeah, it's THAT important.

NOW, you can begin....seriously (once all interruptions are removed).

And while your Persona can be male or female, I'm using a female in my example. Feel free to switch it out!



It's time.....to step into HER shoes. Look at life through HER eyes.

What emotion does she feel when she needs your product or service? What triggered that feeling? What's the precise feeling at the exact moment she's about to buy your product or service? What's she saying to herself in her head? What specific words and phrases is she using? What story is she telling herself?

In a moment you're going to write everything that comes to mind like a journal entry you're writing as your customer. Especially the embarrassing and "non PC" stuff most people would never say out loud. Write your answers as though you are HER, not YOU.

### **Go deep into her mind, heart and soul**

THE ASTERISK: If you are selling jewelry, art, beauty products or any type of 'happiness' or luxury product or service, these questions may not apply to you but read each one and consider whether it does or not. Even if it does a little, complete the answer. The goal here is to define your 'character' or persona THE BEST you can. So every bit of information helps (since you aren't describing yourself 😊)

Remember: every person has dreams, goals and aspirations whether they relate to what you sell or not. Every person wants to feel seen, heard and understood. Compassion-based marketing takes a holistic approach, bringing awareness to the whole human being with whom you are serving. Now that you have spent some time in your customer avatar's shoes, it's time to go in – deep!



**Imagine you're writing a play or a movie script. Now pick a person you want to be in your story. As any great screenwriter would do, they describe every little detail of WHO this person is – from their appearance to mannerism to desires to attitude to purpose. Think of this exercise as being the screenwriter for your business – and now you're creating your first character.**

**It's time to step into your Ideal Customer Persona character. You ARE this person. Looking and feeling from the inside out....Answer the following questions as HER.** You need to answer these questions with brutal honesty and directness. Remember to include the good, the bad and the ugly!

What do you secretly fear today may be true about your life, either as it relates to the product/service you're about to buy or to your life in general?

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What do you worry about? What keeps you up at night?

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What stresses you out on a regular basis?

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What do you not look at or face in your life because it triggers too much fear?

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What's the worst case scenario related to your life situation -- the one fear that keeps you up at night?\*

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How do you fear others (close friends, family, spouse, clients) would react if they found out about your situation?\*

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What do you fear might fail in your life if your situation continues or if it gets worse?\*

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Where will you lose power, influence and control in your life if things don't change or if they get worse?\*

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If money were no object, what brand or kind of product/service would you buy to solve this problem?

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What do you wish companies/brands/providers in this industry understood about you?

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What's the OMG, I can't believe that exists "dream solution" that you'd pay almost anything for?

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If this dream solution (product or service) could appear and unfold perfectly, how would that story go?

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How will others respond to you if you get this situation fixed in an ideal way?\*

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What will you be able to do, get or achieve if your fantasy situation comes true?\*

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Where will you be more powerful and influential in your life if your fantasy situation comes true?\*

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## **Woo hoo!!!!!!! Great work!**

Now, review all your notes and put the story together. You don't have to include everything you jotted down but if you had to tell this person's story to someone, what would you say? This is where the journal entry comes in.

Take out a fresh sheet of paper, a new Word doc or a new Note on your computer. Create this character's story....If you want my help on this, let me know. I love this stuff!!

Now....you should pages and PAGES of information that you can use to genuinely connect with YOUR ideal customer – and from a place of true compassion, understanding and authenticity.

This work should inspire your web copy, where you find and connect with your ideal customers, your sales and promotional materials, your ability to design and deliver products and services that matter - AND your ability to effectively sell <- that thing a lot of people have trouble with – yeah, makes it easier!

Do you have a headache? Need a nap? Taking the rest of the day off? That's a good sign! It means you're growing. And if you found this challenging and not able to complete it right now that's OK, too! Just do what you can and don't let this Customer Persona thing mess you up. And PLEASE DO NOT spend days or weeks worrying about this. Give it an honest go and keep moving. You can always come back to it.

KEEP THIS IN MIND: to be the most effective and powerful business owner, it's imperative that you stay *emotionally* connected to your customers. You must keep her fears and aspirations in mind as you create, market and sell your products and services. That's where the real growth happens.