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| Let’s create**Buyer personas** |

# Buyer peronas

Rachel, the mompreneur, Phoebe, the freelancer or Chandler, the data specialist. Creating buyer personas can be time-consuming, but also extremely fun and useful. Buyer personas are fictional, generalized representations of your ideal customers. By giving one personality to these groups you can understand your customers and will be able to provide them with content that is truly valuable for them.

On the last page of this document you can find a detailed example. Do you need more help? [Check out this article](https://www.rekaveszeli.com/blog/how-to-create-detailed-buyer-personas-for-your-business/).

Feel free to create as many personas as you need, but I suggest sticking to 1-3.



## XY, the first Persona

|  |  |
| --- | --- |
| Description | How would you introduce this person? |
| Demography | age  |
|  | gender |
|  | occupation |
|  | education |
|  | family status, kids |
|  | residence |
| Income | $$$ |
| Social media usage | Favourite platforms (1-3)  |
|  | How many time she/he spends on SM  |
|  | How she/he use it? (Following others, reading news, actively posting, etc.) |
|  | What content she/he prefers? (video, ebook, articles, etc.) |
| Goals | What she/he wants to accomplish? What is the motivation behind? (Start a business? Be more organized to have more time to the kids?) |
| Challenges | What are the challenges she/he needs to face? (Lack of money or time? Fear?) |
| Story | Create a story to add more life to these people. (On the last page you can find a detailed example.) |
| Custom field |  |



## XY, the Second persona

|  |  |
| --- | --- |
| Description | How would you introduce this person? |
| Demography | age  |
|  | gender |
|  | occupation |
|  | education |
|  | family status, kids |
|  | residence |
| Income | $$$ |
| Social media usage | Favourite platforms (1-3)  |
|  | How many time she/he spends on SM  |
|  | How she/he use it? (Following others, reading news, actively posting, etc.) |
|  | What content she/he prefers? (video, ebook, articles, etc.) |
| Goals | What she/he wants to accomplish? What is the motivation behind? (Start a business? Be more organized to have more time to the kids?) |
| Challenges | What are the challenges she/he needs to face? (Lack of money or time? Fear?) |
| Custom field |  |
| Custom field |  |



## XY, the third persona

|  |  |
| --- | --- |
| Description | How would you introduce this person? |
| Demography | age  |
|  | gender |
|  | occupation |
|  | education |
|  | family status, kids |
|  | residence |
| Income | $$$ |
| Social media usage | Favourite platforms (1-3)  |
|  | How many time she/he spends on SM  |
|  | How she/he use it? (Following others, reading news, actively posting, etc.) |
|  | What content she/he prefers? (video, ebook, articles, etc.) |
| Goals | What she/he wants to accomplish? What is the motivation behind? (Start a business? Be more organized to have more time to the kids?) |
| Challenges | What are the challenges she/he needs to face? (Lack of money or time? Fear?) |
| Custom field |  |
| Custom field |  |

## About the company

As a buyer persona represents the ideal customer of a brand I created a fake company for the example. LE@RN WITH US is an online learning company, that offers professional and language courses. They are well known in New York and other parts of the USA. Their courses combines live online sessions, mentoring and on-demand videos. They put an emphasys on flexibility and student-focus.



## Rachel, the working mom

|  |  |
| --- | --- |
| Description | She was born to wealthy parents, who gave her and her two sisters Jill and Amy a rather spoiled upbringing, resulting in them not being able to be independent from their parents financially at first. Although in the past decade Rachel has left behind her spoiled, inexperienced "daddy's girl" self and has evolved into a successful businesswoman. She has a doughter. They are friends with the father, but not married. |
| Demography | 34 |
|  | female |
|  | Executive at Ralph Lauren |
|  | university |
|  | single, one kid |
|  | New York, 2-room apartment |
| Income | 80k / year |
| Social media usage | Favourite platforms: Instagram, Pinterest, Facebook  |
|  | She usually spends 3-4 hours / day on social media. Mostly on Instagram |
|  | Rachel uses the plantform for her work too. She mostly follows big clothing brands and watches the latest trends. At home she is mostly on Facebook, just browsing as relaxation. On Pinterest she follows fashion, hairstyles and kids-related boards. She has also started to listen to podcasts with business topics. |
|  | She prefers photos and video content and podcasts. She is not a fan of long, detailed articles and since her child was born she doesn’t have time to read books. |
| Goals | Rachel loves her job – also her daughter. She would like to build her carreer in a way that won’t take away too much time from her family life. |
| Challenges | It’s often hard to perform as a mother and as a businesswoman at the same time. She knows it is only possible with effective time-management, but she has much to learn in that regard. |
| Her story with us | Rachel is a hard-working mom, but she still misses a few skills to develop her carreer. She would like to take a management course to improve her skills and get a promotion.As she already has an university degree she doesn’t need an university course, but it should be something that her industry and company acknowledge.Because of her child she prefers flexibility, so a regular classroom course won’t work for her, so she is thinking about an online course that offers elements of traditional education in an online environment. |