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Introduction

This workbook allows you to think through key elements for building

your buyer persona. The more thought you put into this up front, the

more useful your persona will be in the future, so take a few minutes

and really think it through.

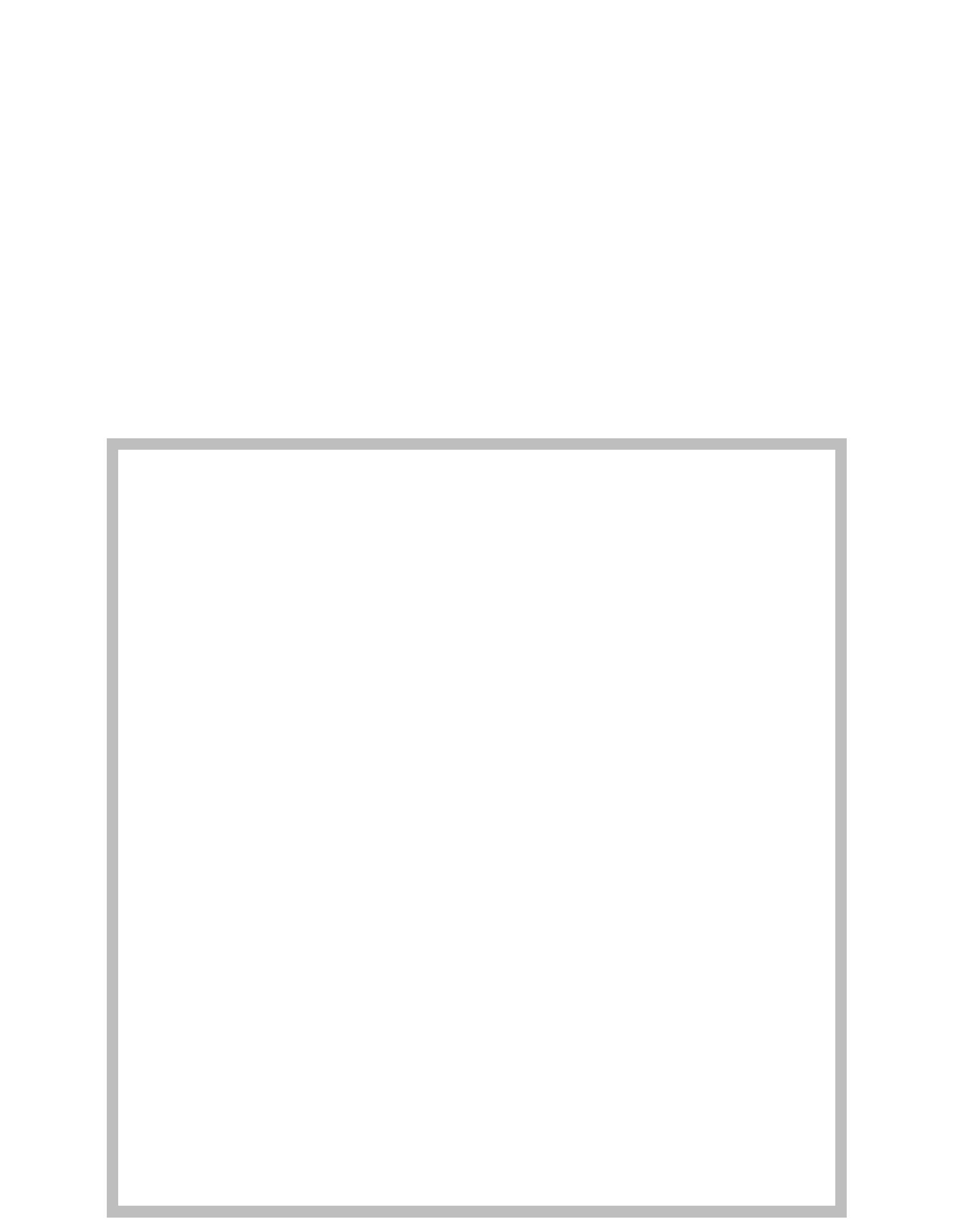
You may not know all of the answers - that is okay. Fill in what you

know and then ask your client about the rest. Tel l them you want to

find other clients just like them so you want to know more about

them. They will love it!





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Step One

Make a list of some of your best customers for ONE segment. These are the clients you would like

to clone because they are perfect for your specific product. They might be your most profitable

because they always check in on a Sunday night when you are often not full. Or they come during

shoulder seasons. Or maybe they come during peak times but they have a good budget so a

higher ADR isn't out of the question. And they may be different, so try to think of a few clients and

make notes about them in terms of why they are idea.

List a few of your very best customers below. Why are they your best? Make a

note about that too.

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Step Two

Now that you have a few REAL clients in mind, you are going to create

a fictional one. This one will actually be a blend of several of your real

ones. Let's start.

NAME

Let's give your buyer persona a name - to make them feel like a real person. You

can give them a combination of your real client's name or a totally fictional one.

TITLE

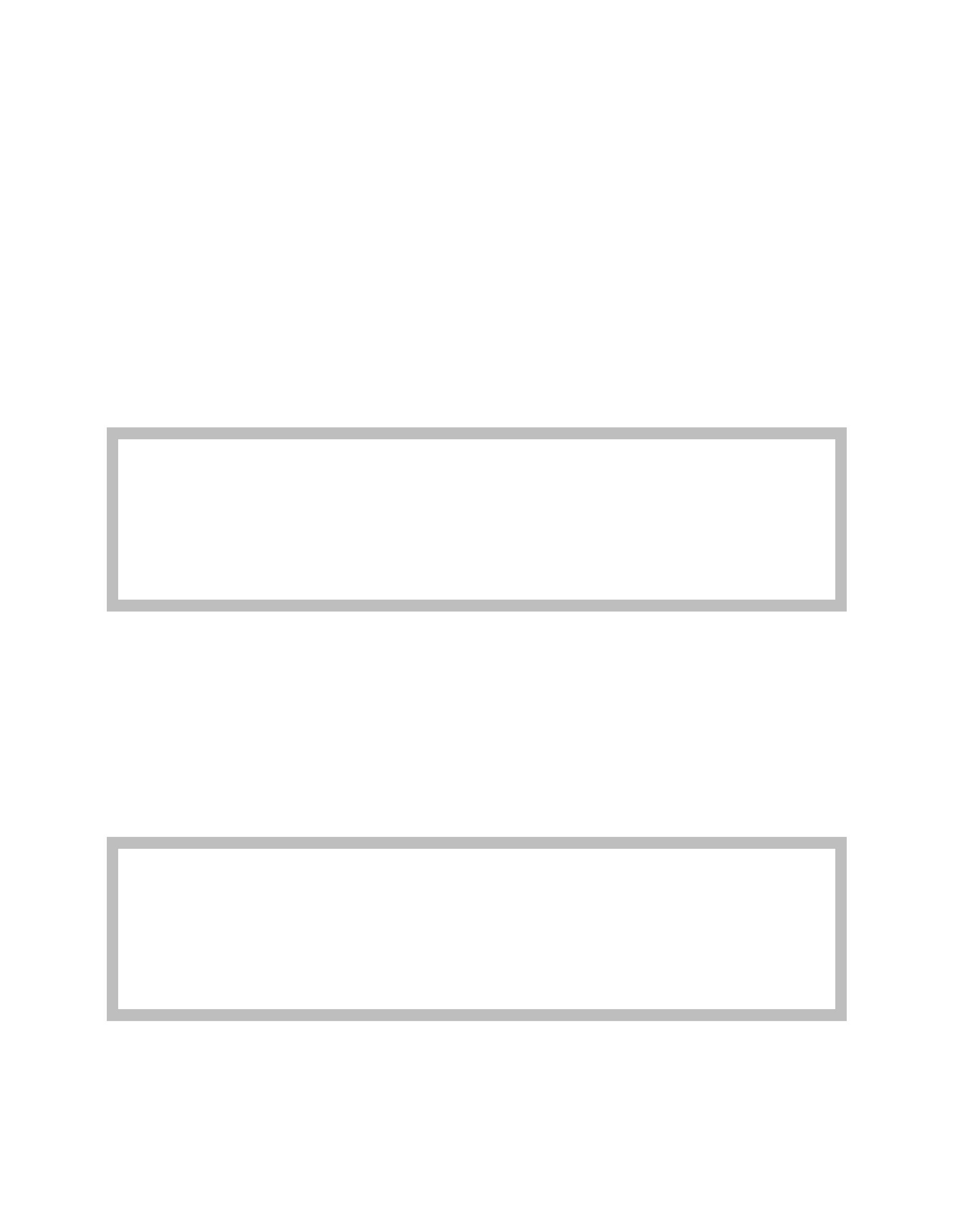
Now let's give them a title. Take a look at your real customers, do they have any

titles in common? Are the mostly VP Operations? Or Office Managers? They

may not all be exactly the same - in which case you may need to complete a few

of these, but try to find a common title to give your persona that several of your

ideal real clients have.



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Step Three

Now let's take a look at their job - their goals and challenges.

ROLE

Who or what is this person in charge of? Do he/she manage anyone? If so who,

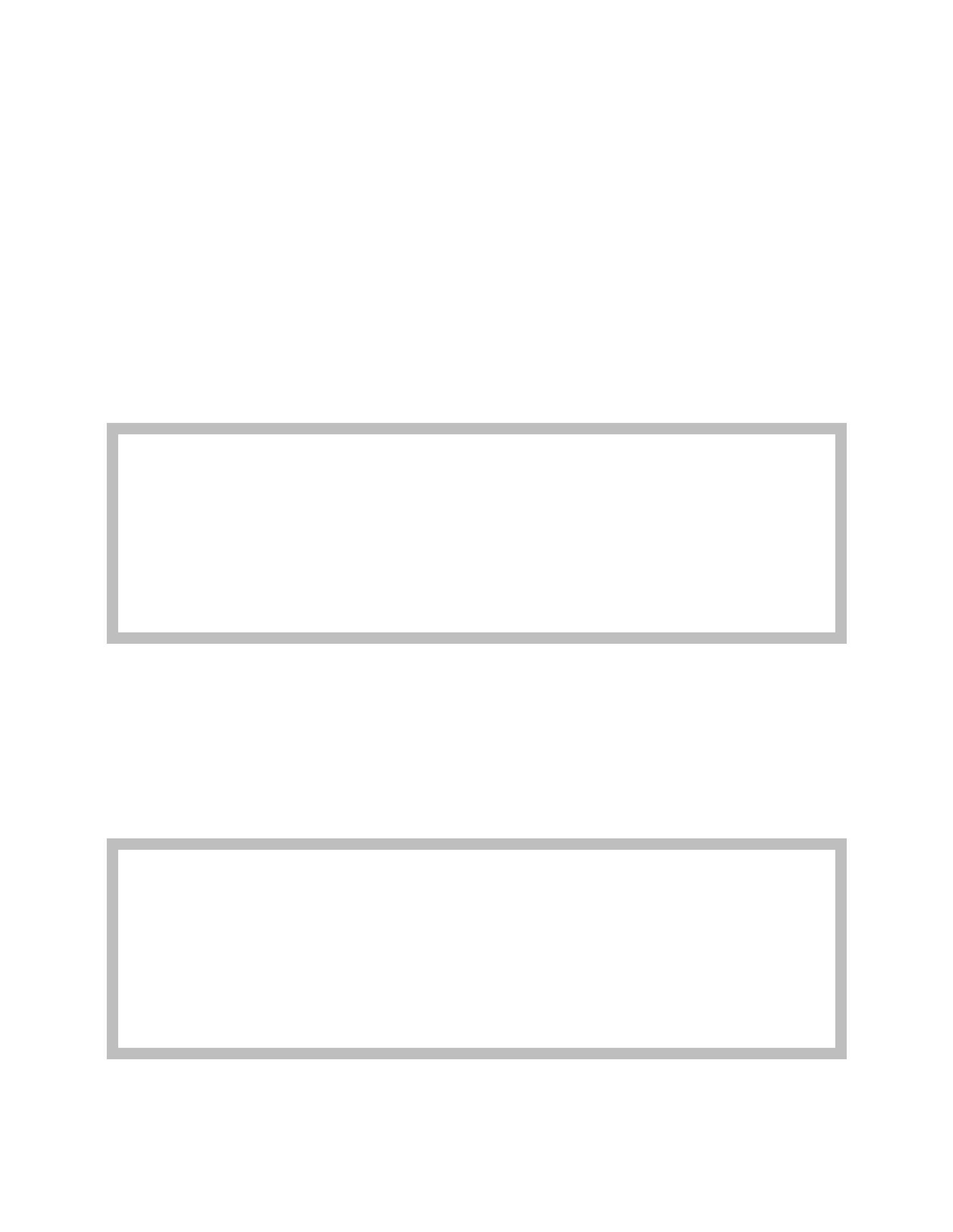
how many?

GOAL

How is this person measured? When their boss gives them a performance

review, what things show up? Do they stick to a budget? Do they have to meet

a sales quota? Is technology important? What matters most in their job?

leadership role – revenue, profit, turnover, hiring great department leaders, inspiring team,

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Step Fo ur

Now let's take a look at their Challenges. Internal and External.

CHALLENGES - INTERNAL

What keeps them up at night? People usually have internal and external

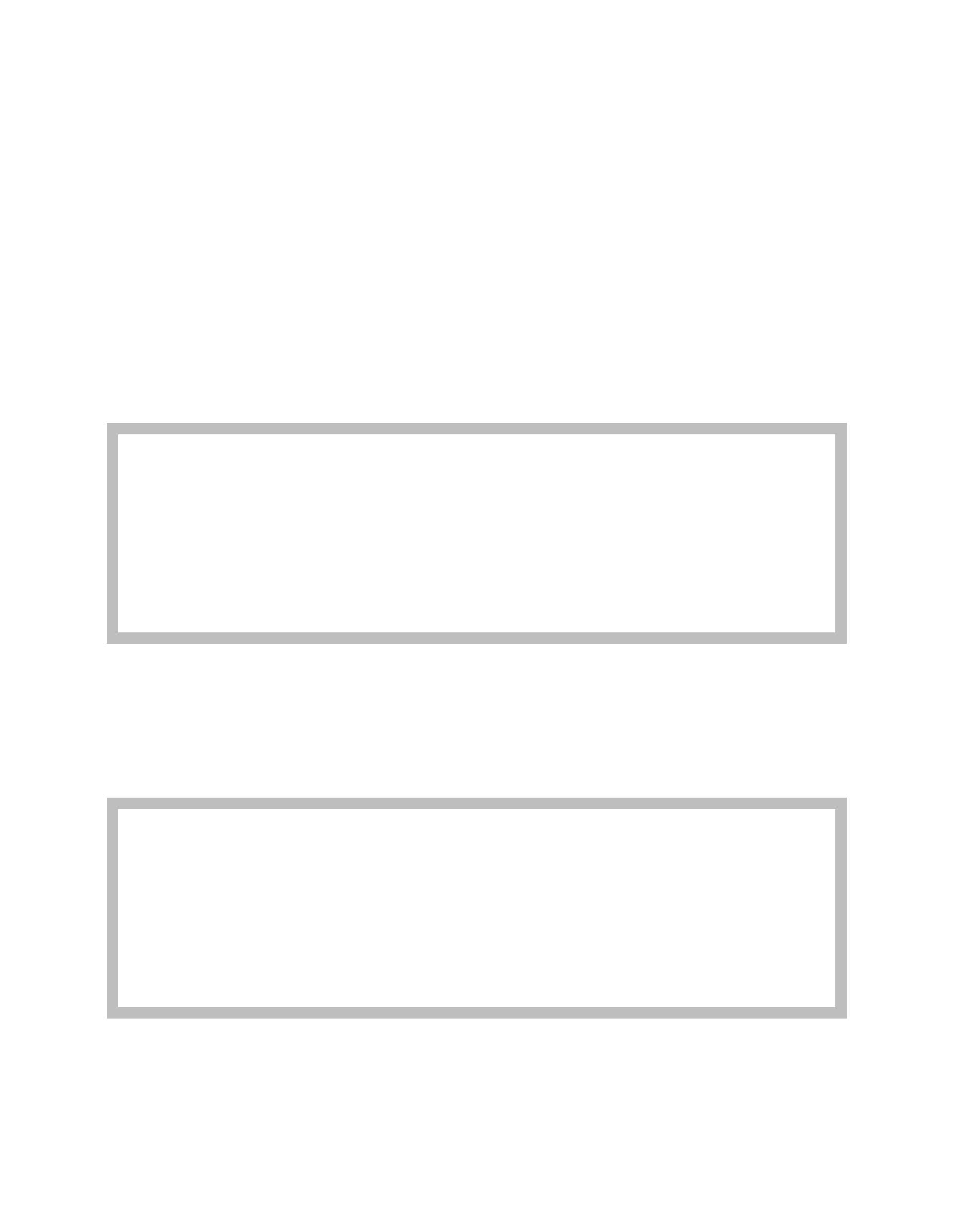
challenges so think about both. An internal challenge might be budget cuts - so

they need to make do with less.

CHALLENGES - EXTERNAL

An external challenge might be a new competitor in the market - or several. Go

ahead, list out all of the challenges your persona might have in their job.



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Step Five

Finally now it is all about you.

CHANGE INHIBITORS

What makes those real customers loyal to your hotel? What keeps them coming

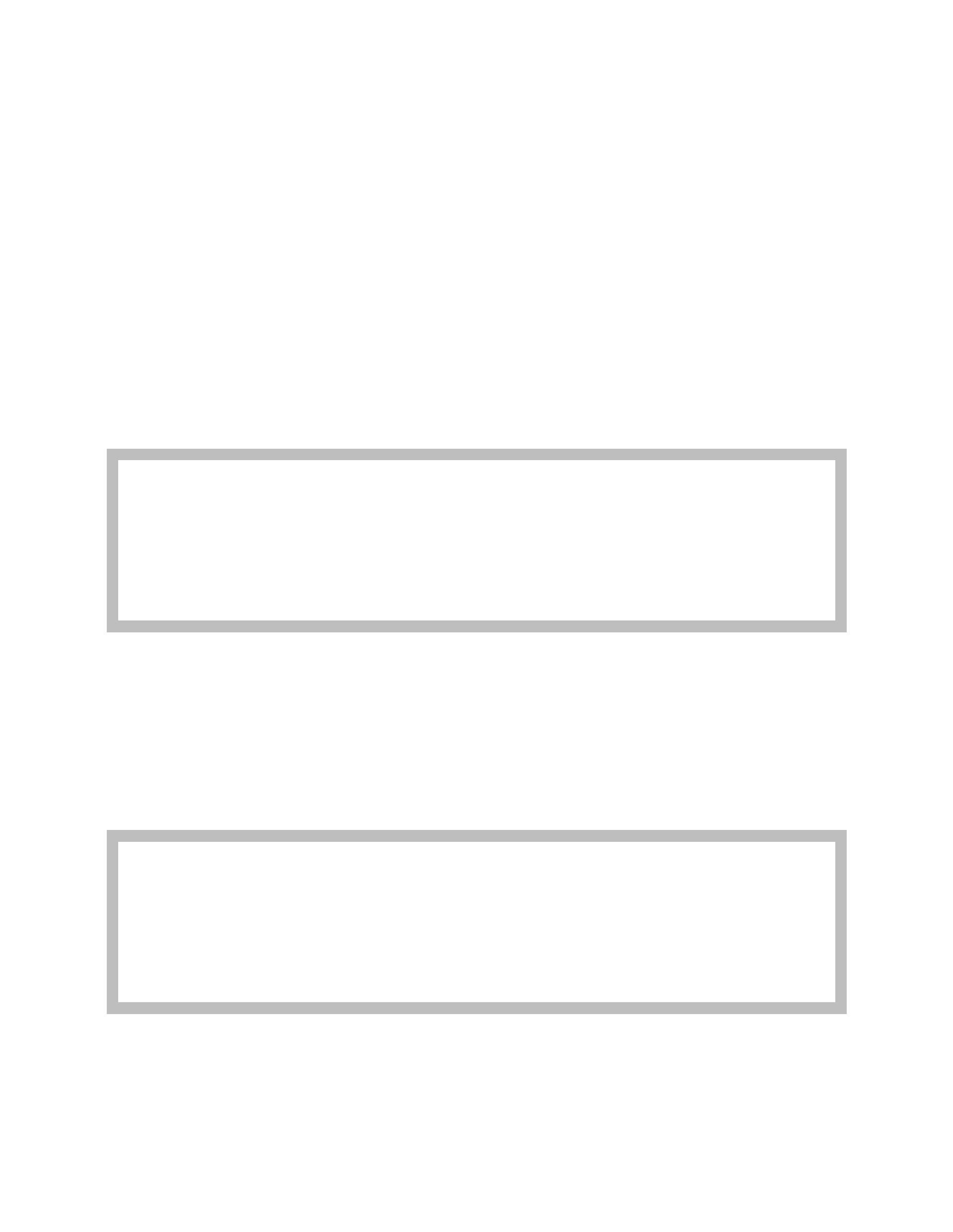
back again and again? Is it something about your hotel - or is it you? Or both?

Be specific.

CHANGE DRIVERS

What might make them leave you? It is unlikely but what might push them over

the edge to try another property? List as many potential reasons as possible.



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Step Five

This is important. And you may not know the answers.

INFORMATION

Where do they go to get information/trends/help to keep them current in their

job? Remember, this is not ONLY about the part of their job that has them

working with you - but their job in general. If you don't know - ask them. Or go

and look on LinkedIn and see what sorts of groups they belong to, or what they

are liking and reading. Be as specific as possible.

Answer here

That is really all there is to it. You want to keep a copy of this where you can easily

access it because you will need this over and over.

Ideally you will want to create a buyer persona for every one of the segments that you

sell to.

