



Developing your client persona workbook



Glen Innes Natural Resources Advisory Committee



FRRR
Foundation for Rural
Regional Renewal



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Before you begin creating or scheduling any type of content, it is important to understand 'who' your client is and what they are trying to get done.

Taking your time to develop a client persona ensures you are always creating content that is targeted to and meets your client exactly where they are.

Typically each business will have between 1 - 3 client personas they work with, so take your time and develop as much detail around each of these client types as possible.

Client persona #1

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 their challenges?

What are they looking for in an expert?

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.

Client persona #2

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 their challenges?	
What are they looking for in an expert?	

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.

Client persona #3

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 their challenges?	
What are they looking for in an expert?	

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.