

Manufacturer #MarketingMUG Buyer Identifier



When you answer these questions, you're defining your ideal buyer persona, the kind of person you'd most like to work with and who's most qualified to work with you (i.e., who will get the best results)

Demographic and Basic Profile

Quality	Description
Gender	
Education (High School, College, Post-Graduate Degree)	
Profession (what does he/she do?)	
Geographic Location	
Online Activity (propensity to use technology and/or be early adopter)	
Ideal Qualities	
Nightmare Qualities	

Psychographics/Personal Psychology

Quality	Description
Your Ideal Buyer Wants	
If he/she could snap fingers and make three changes in this life happen immediately , what would they be?	
Your Buyer's Innermost Frustrations	
What are his/her biggest frustrations ?	
What is his/her biggest fear ?	

<p>What is the conversation inside your ideal buyer's head? What does he/she say to himself/herself about the problems he/she has?</p>	
<p>What is your buyer's perspective on their life? From that perspective, how does he/she perceive you?</p>	
<p>What must your buyer believe about you and your product or service to buy from you?</p>	
<p>How must your buyer feel in order to buy from you?</p>	
<p>What myths does he/she currently have about your product or service that you will shatter?</p>	
<p>What core objections does she have about your product or service that would cause him/her to not buy?</p>	
<p>What are his/her biggest inner conflicts</p>	
<p>Ideal Attributes:</p>	
<p>What are the ideal attributes of an individual who would buy your product?</p>	
<p>Is there anything else that would limit (or prevent) a person from producing the result they need with your product?</p>	