

HOW DO YOU KNOW YOU CAN TRUST SOMEONE TO PRODUCE A GOOD PERSONA FOR YOU?

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- 1 They will ask a lot of hard questions that you can't always answer
- 2 They won't do it in isolation - They will involve the whole team - not just a one on one
- 3 They won't let you talk about yourself - it's not about you, it's about your customers
- 4 They will make you feel uncomfortable because they'll make you question your current focus
- 5 They will probably make you question whether your ideal persona has decision-making ability
- 6 They might make you aware that the ideal buying persona often isn't who you'd expect (they're younger than you think, they're a couple rather than an individual, or they're ideal, but not yet)
- 7 They will look at the data - and understand when people are ready to be sold to
- 8 They'll know that a persona isn't the same thing as a job title.

Thought provoking



Larger than life



Goal orientated



Cautious



Chaotic



Curious



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