7 Steps to Building Truly Insightful Buyer Personas

By Alison Leishman



Understand who your ideal persona is not

Identify the time-wasters (or tyre-kickers) so you don't waste your own time trying to sell to people who will never buy.



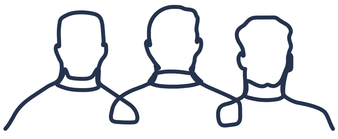
Understand what else your ideal persona is

Understand what motivates them, what's good for them, what success means for them and how you can help them be successful.



Gather data from the right sources

Collect and triangulate data from sources including surveys of sales and marketing people, industry conferences, customer data, job descriptions and more.



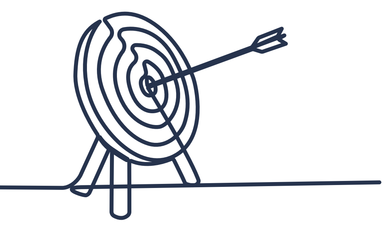
Don't ignore your competitors

What are people reacting to - if it doesn't strike a chord, engage an emotion or address a need, it may not be worth paying attention to.



Use a bit of qualitative research magic

It's a qualitative research approach that Spitfire Inbound uses to remove inherent bias from personas, like an aptitude test for emotions and prejudices. The most deep insights often come from this process.



Give them what they need, not what you think they need

Your buyer personas can't be self centred (that is, centred about your need to win them as customers).



Don't stop there!

As you go through the inbound process, don't just stop by creating a few personas. Fine-tune them over time. Make more, if need be, and use the data to confirm whether you were on track or not

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