



# Growth Marketing Toolkit: IDEAL BUYER PROFILE

Brought to you by **Samuel J. Woods**

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# IDEAL BUYER PROFILE

## Ideal Business Profile

Business type (B2B or B2C)	
Industry > Market > Segment	
Business size (employees, team size)	
Business revenue (yearly) <ul style="list-style-type: none"><li>● Ideal</li><li>● Acceptable Range</li></ul>	
Titles of who participate in decision-making and/or usage of your product	
Departments who participate in decision-making and/or usage of your product	



# Ideal Buyer Profile

Market / Segment	
Job Title(s)	
Job Description / Role <i>Briefly describe the key qualifications and responsibilities associated with this buyer's job.</i>	
Seniority / Reports To	
Identifiers: <ul style="list-style-type: none"> <li>● Associations</li> <li>● Priorities</li> <li>● Buzzwords / Keywords</li> <li>● Behavior</li> </ul>	

## Ideal Buyer Psychographics

**What is the general psychology of the person buying your product/service?**

Likes	
Dislikes	
Values	
Priorities	
Goals	
Avoids	



**What triggers this person(s) to search for your kind of product/service?**

*What about their business causes a problem or need that you can provide a solution for?*

**What are their specific pain points?**

*What do you help them solve? What needs are associated with your product/service?*

**What's their "Level of Awareness" of their situation in regards to your product/solution?**

*Quick Help: The Levels of Awareness:*

- *Level 5 - The Most Aware: Your prospect knows your product, knows it can solve his problem, and only needs to sign up for a free trial or know how your product works.*
- *Level 4 - Product-Aware: Your prospect knows what you sell, knows the problem he's trying to solve, but isn't sure it's right for him.*
- *Level 3 - Solution-Aware: Your prospect knows the result he wants, what problem to solve, but not that your product provides it, or is unhappy with current solution.*
- *Level 2 - Problem-Aware: Your prospect knows he has a problem, but doesn't know there's a solution, or is unhappy with current solution.*
- *Level 1 - Completely Unaware: No knowledge or experience of any problems related to your product and solution.*

Success Criteria

**What outcomes and results do they expect from your product/service?**

What are the top 3-5 tangible outcomes (logical, actual results)?

Tangible Outcome #1	
Tangible Outcome #2	
Tangible Outcome #3	



Tangible Outcome #4	
Tangible Outcome #5	

What are the top 3-5 intangible outcomes (aspirations, emotions)?

Intangible Outcome #1	
Intangible Outcome #2	
Intangible Outcome #3	
Intangible Outcome #4	
Intangible Outcome #5	

What are the top 3-5 problems your ideal customer is looking to solve?

Problem #1	
Problem #2	
Problem #3	
Problem #4	
Problem #5	

What are the top 3-5 reasons why your ideal customer would buy your product/service?

Reason #1	
Reason #2	
Reason #3	



Reason #4	
Reason #5	



Perceive Roadblocks

**Why would this person(s) not purchase your product/service?**

*Barriers could relate to prior attempts to solve the problem, negative (and even inaccurate) perceptions about the suitability of your product or company, or the barriers could relate to internal factors.*

What is the status quo?	
What are the perceptions about solutions like yours?	
What internal factors could stand in the way?	

**What are the top 3-5 objections your ideal customer have?**

Objection #1	
Objection #2	
Objection #3	
Objection #4	
Objection #5	

**Identify the top 3-5 factors that this ideal customer persona uses to compare alternative or competing options and make a decision.**

Criteria #1	
Criteria #2	
Criteria #3	
Criteria #4	
Criteria #5	



# Ideal Buyer Journey

## Buyer Influencers

**What role does this ideal customer persona play at each stage of the buying process?**

**Identify the 2-5 most influential resources this ideal customer persona relies upon at each stage in the buying process.**

*For each answer, be as specific as possible about the name of the resource (which conferences, blogs, websites, etc.) the ideal customer persona trusts as they evaluate options.*

<p><b>Influencers</b>  <i>What role and influence does this person(s) play at each stage of the buying process? Who else in the organization will be involved at different stages, and what is their ability to impact the decision?</i></p>	
<p><b>Resources</b>  <i>Identify the two or three most influential resources this buyer persona relies upon at each stage in the buying process. For each answer, be as specific as possible about the name of the resource (which conferences, blogs, websites, etc.) the buyer persona trusts as they evaluate options.</i></p>	





The Buyer Journey Phases

**What phases exists during the ideal customer journey?**

*Example phases of the journey:*

- *Phase 1: Awareness of new ideas and information.*
- *Phase 2: Research alternative solutions/approaches.*
- *Phase 3: Consideration/assessment of suitability.*
- *Phase 4: Internal approval of investment.*

	Title	Description
Phase #1		
Phase #2		
Phase #3		
Phase #4		
Phase #5		



# Ideal Business Messaging

## Ideal Buyer Language

**What keywords, phrases, expressed desires, pains, etc. is your Ideal Buyer using, in their own language?**

Memorable phrases, keywords	Expressed desires, wants, needs	Expressed pains, problems

## Positioning Statement

<b>For</b> <i>(target market and buyer persona)</i>	
<b>Who must</b> <i>(key objectives)</i>	
<b>Our product/service is</b>	
<b>That provides</b> <i>(key benefits)</i>	
<b>Unlike</b> <i>(competitors)</i>	
<b>We have</b> <i>(differentiators)</i>	



## Core Unique Value Proposition

Background from [MarketingSherpa](#):

*“Several different Unique Selling Propositions, for different products/services, different markets/personas and within each category, rework it to fit particular buying modalities and angles.*

*At MarketingExperiments we define your Value Proposition as the answer you have to one simple question:*

*Why should your ideal prospect buy from you rather than any of your competitors?*

*So, your Value Proposition is not a catchy slogan or a detailed business plan, but rather a concise, clear, and credible answer to this question.”*

Why should your ideal prospect buy from you rather than any of your competitors?	<i>Because...</i>
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### Building Your Value Proposition

Consider these elements when crafting your value proposition:

1. Market: The specific group of customers you’re selling to.
2. Value: Benefits minus costs, as perceived by the customer.
3. Offerings: The product/service you’re selling.
4. Benefits: How your offering delivers clear customer value.
5. Differentiation: How are you different from and better than alternatives.
6. Proof: Substantiated credibility and believability of your offering.

<b>Primary Value Proposition</b> “Why should your ideal prospect buy from you rather than any of your competitor?”	<i>Because...</i>
<b>Prospect-Level Value Proposition</b> “Why should [PROSPECT/BUYER PROFILE A] buy from you rather than any of your competitors?”	<i>Because...</i>



<p><b>Product-Level Value Proposition</b>                  “Why should [PROSPECT/BUYER PROFILE A] buy this product rather than any other product?”</p>	<p><i>Because...</i></p>
<p><b>Process-Level Value Proposition</b>                  “Why should [PROSPECT/BUYER PROFILE A] [take this action] rather than [any other action]?”</p>	<p><i>Because...</i></p>

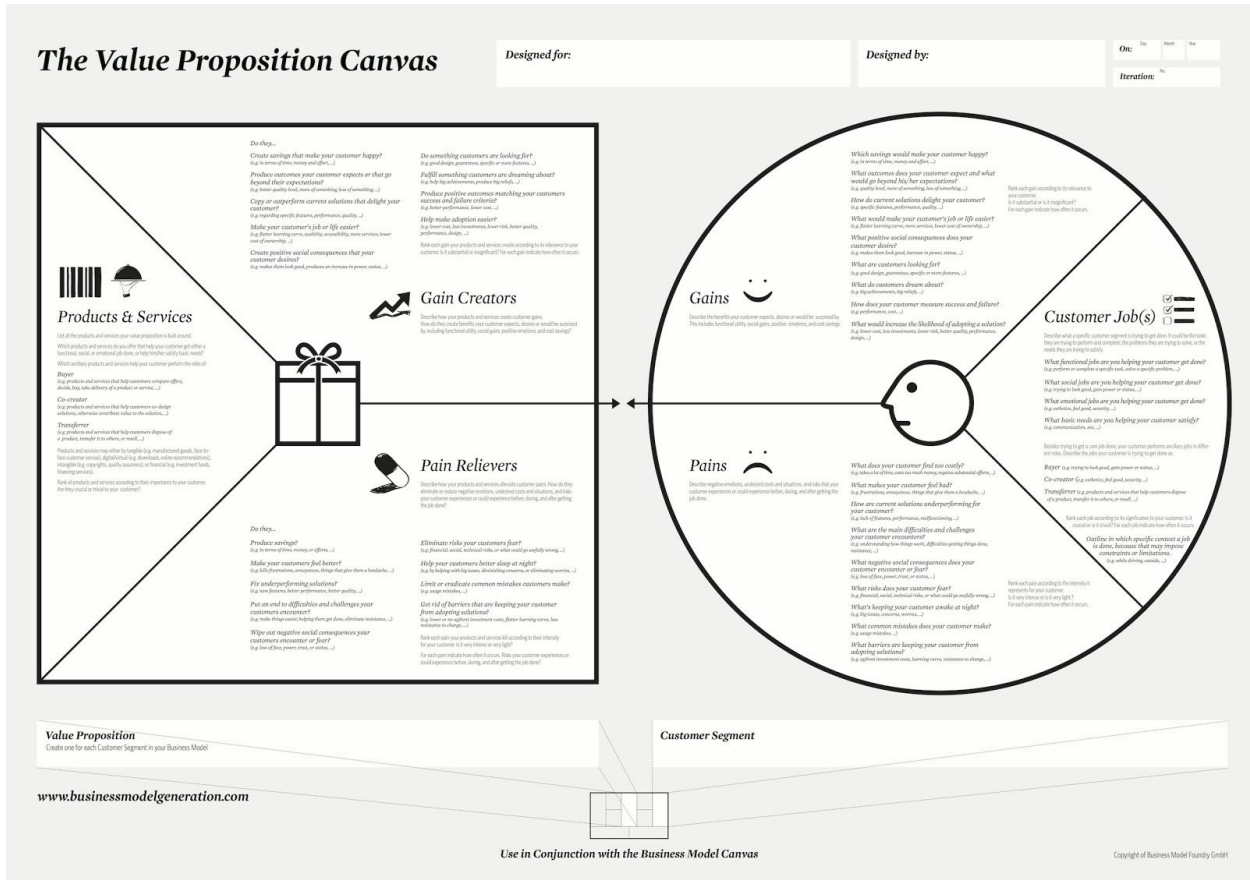
**State the Value Proposition for each product/service that you offer.**

	Value Proposition
Product/Service #1: [TITLE of PRODUCT]	
Product/Service #2: [TITLE of PRODUCT]	
Product/Service #3: [TITLE of PRODUCT]	



Additional Value Proposition Exercises

Background from Value Proposition Canvas:



Value Proposition Map

	This is your <b>Primary Products or Services</b> a value proposition is built around.	This is your <b>Secondary Products or Services</b> a value proposition is built around.
<b>Gain Creators</b> describe how your products and services create customer gains.		
<b>Pain Relievers</b> describe how your products and services alleviate customer pains.		



### Customer Profile Map

	<b>Primary Customer Jobs</b> describe what customers are trying to get done in their work and in their lives, as expressed in their own words.	<b>Secondary Customer Jobs</b> describe what customers are trying to get done in their work and in their lives, as expressed in their own words.
<b>Gains</b> describe the outcomes customers want to achieve or the concrete benefits they are seeking.		
<b>Pains</b> describe bad outcomes, risks, and obstacles related to customer jobs.		



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