

Lesson 3 Checklist - The Buyer Persona Matrix

- ☐ Clearly define what a Buyer Persona is.
- ☐ Identify 3 to 5 distinct buyer personas relevant to your business.
- ☐ Gather demographic data (age, income, lifestyle).
- ☐ Collect psychographic data (preferences, frustrations, desires).
- ☐ Analyze behavioral characteristics (actions, motivations).
- ☐ Clearly outline each persona's primary pain points and motivations.
- ☐ Tailor unique marketing messages for each persona.
- ☐ Review real-world persona messaging examples.
- ☐ Create a Buyer Persona Matrix document for your business.
- ☐ Implement targeted marketing strategies based on your Buyer Persona Matrix.