



## Psychographics (Persona)

- Avatars for your primary buying groups
- Defines buyer's personality, values, attitudes, interests, and lifestyle
- Defines buyer's primary goals & concerns, as related to your product

## How to Collect Persona Data

- Customer focus groups
- 1-to-1 customer interviews
- Internal interviews (sales, customer service, product)

## Questions to Ask

- What is their job level and job function?
- What keeps them up at night?
- What are their personal and professional goals / aspirations?
- Where do they spend time online?

- What problem do you help them solve in their day-to-day lives?
- What do they perceive as valuable?
- What are some common objections your product or service offering?
- What prompts them to investigate or buy your product?

**Note:** the object of asking these questions is to identify commonalities and underlying patterns in your primary market segments. So whether you conduct 10 interviews or 1,000 interviews, you need enough information to see clear patterns and leanings within each major customer segment.



**Age:** 25

**Gender:** Male

**Location:** New York, NY

**Job Title:** IT Director

**Goals:** Seeking a promotion within 12 months

**Characteristics:** Tech savvy,  
Ambitious

**Spends time online at:** Industry  
blogs, Twitter, LinkedIn, reddit

# Sample Persona Matrix



One persona is usually not enough! Most companies have 3–5 primary personas, often based on job level, major demographic segments, or buyer type. Create a matrix like the one below to consolidate your persona information into a digestible and shareable format.

	Manager	Director/Sr. Director	Vice - President	CxO
Buyer Background				
Daily Activity				
Challenges				
Solutions to Challenges				
Compelling Event				