

1. Analyze your product/service

Summarize all the features of your product/service by listing all the benefits it provides. The following questions might help:

•What's the purpose of your product?

•Who would buy your product?

•What makes your product unique?

•Why do your consumers want to buy from you?

2. Select specific demographics to target

- Location
- Age
- Gender
- Education level
- Income level
- Family status
- Vocation

3. What makes your target audience tick?

- Personality
- Lifestyle
- Hobbies
- Interests
- Values

Consider how your product will fit into your target's life:

When will they use your product and how?

What characteristics will be most appealing to them?

4. Sketch your buyer persona

The ideal buyer persona will be the most receptive to your campaigns, so every campaign segment from this point on should be crafted with this persona in mind:

5. Evaluate your decision

- Have I figured what drives the decisions of my consumers?

- Can my consumers afford my product?

- Will my message really resonate with them?