

Kickstart Your Audience Persona

for visionary makers and artists

introduction

Hi, I'm Asuma! Welcome, and thanks for downloading a copy of this workbook.

Use this as a guide to start developing an audience persona, and dive deep to *really* understand your ideal customers.

Nailing your audience persona is going to be the cornerstone to your success. I promise, by the time you've completed this workbook, you'll be way on your journey to understanding exactly what you need to be saying to your audience, and how.

Ready to get started?

WEBSITE

<https://bridgecraftmarketing.com>

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@[bridgecraftmarketing](#)



why is audience persona important?

Connect with the right people

By understanding who your truly ideal customers are, you can craft messages and campaigns that resonate deeply with them, turning your followers into loyal advocates.

Save time and energy for what you love

A clear audience persona helps you focus your marketing efforts on what matters most to see results. So you can instead spend your time and energy doing what you truly love to do.

Build authentic connections

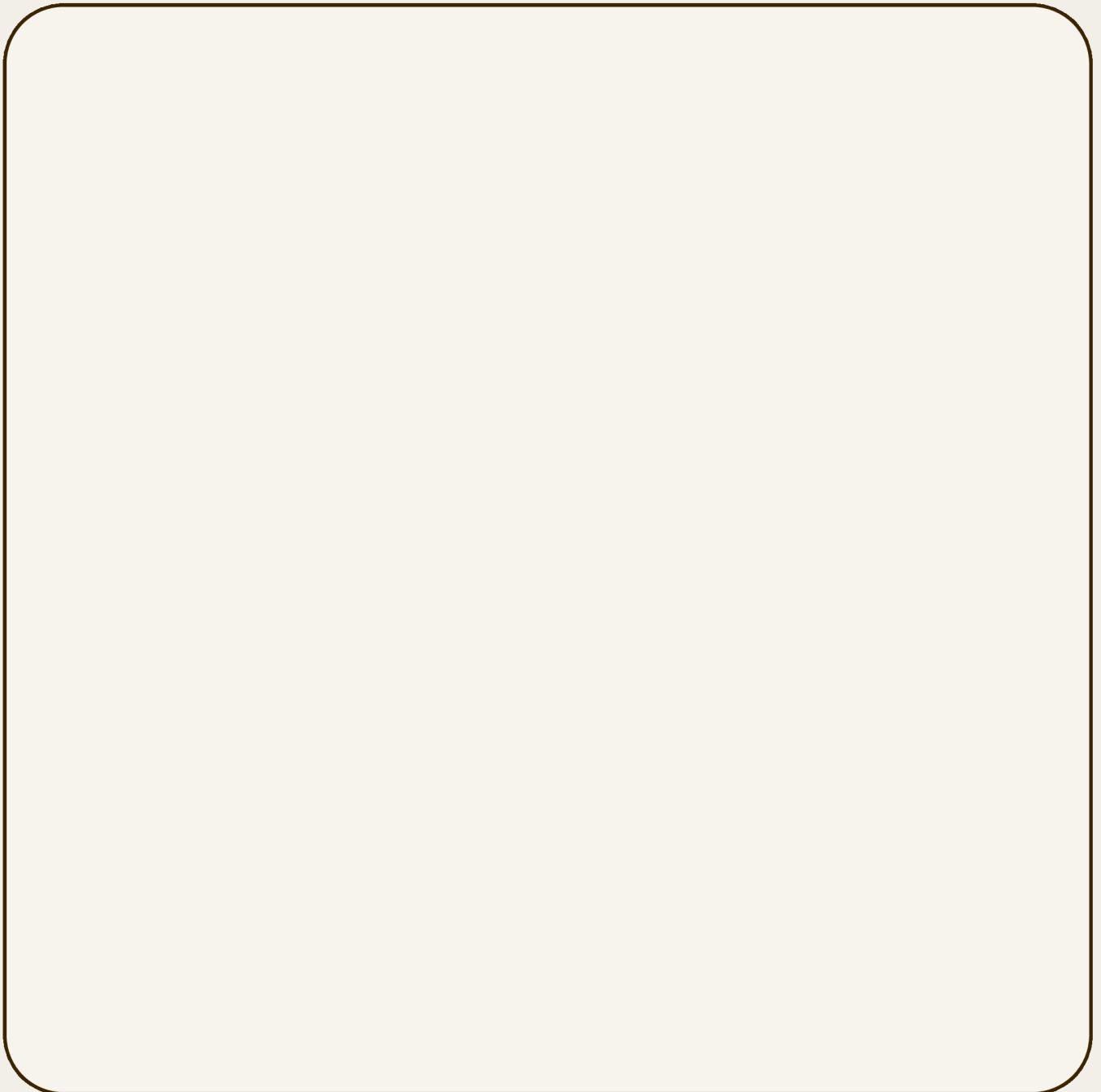
Knowing your ideal customers really well means you can communicate genuinely and with empathy, directly to their hearts. Foster a long-lasting relationships with people who love your brand's vision!

part 1:
understanding their
personality

1. What motivates your ideal customer? Describe in the box below in as much detail as you can.

Hint: It might be...

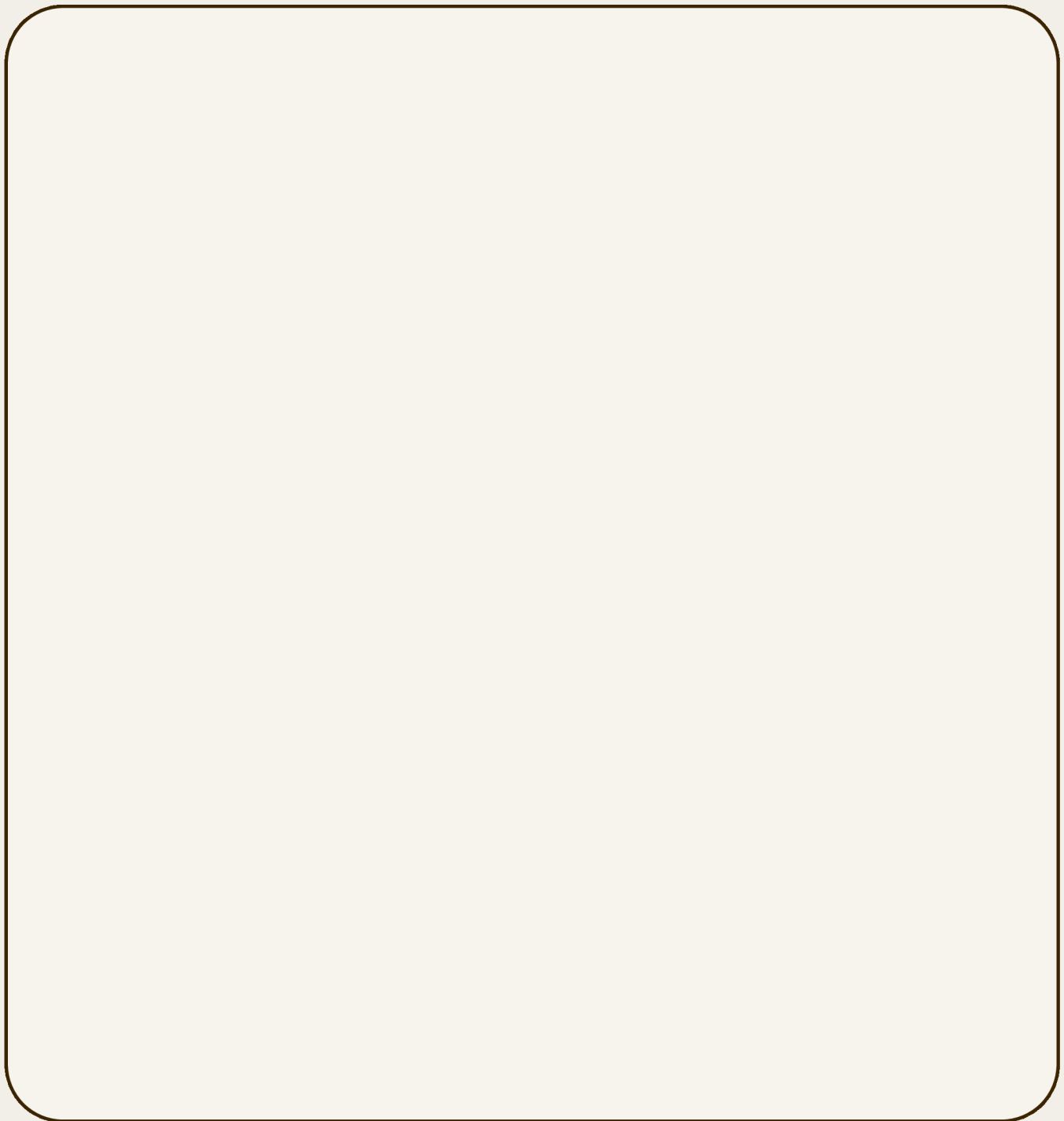
- Freedom to be themselves
- Connecting with others and to belong
- Proving their worth
- Protecting others
- New experiences
- Growth and self-acceptance
- Experiencing a more authentic life
- Revenge or revolution
- Creating uniqueness
- Enjoying the moment
- Finding the truth
- Understanding the world around them
- Being in control



2. What goals does your ideal customer have?

Hint: It might be...

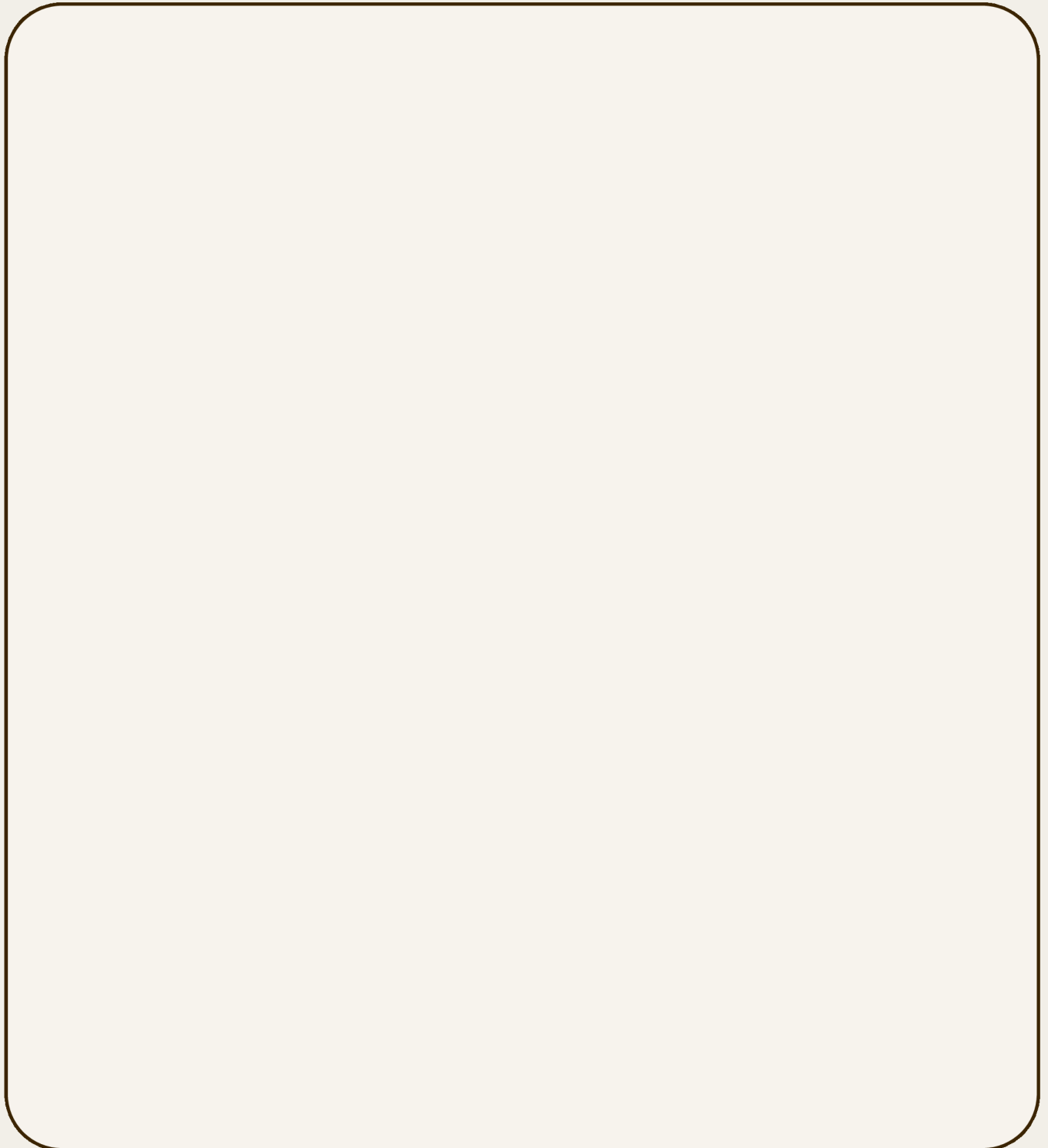
- Generating wealth and prosperity
- Making dreams come true
- Acquiring knowledge
- Having the best time and spreading joy
- Realising a vision
- Being in a relationship with people they love
- Overturning wrong-doings
- Freedom to find out who they are
- Mastering a skill



3. What are your ideal customer's greatest fears?

Hint: It might be...

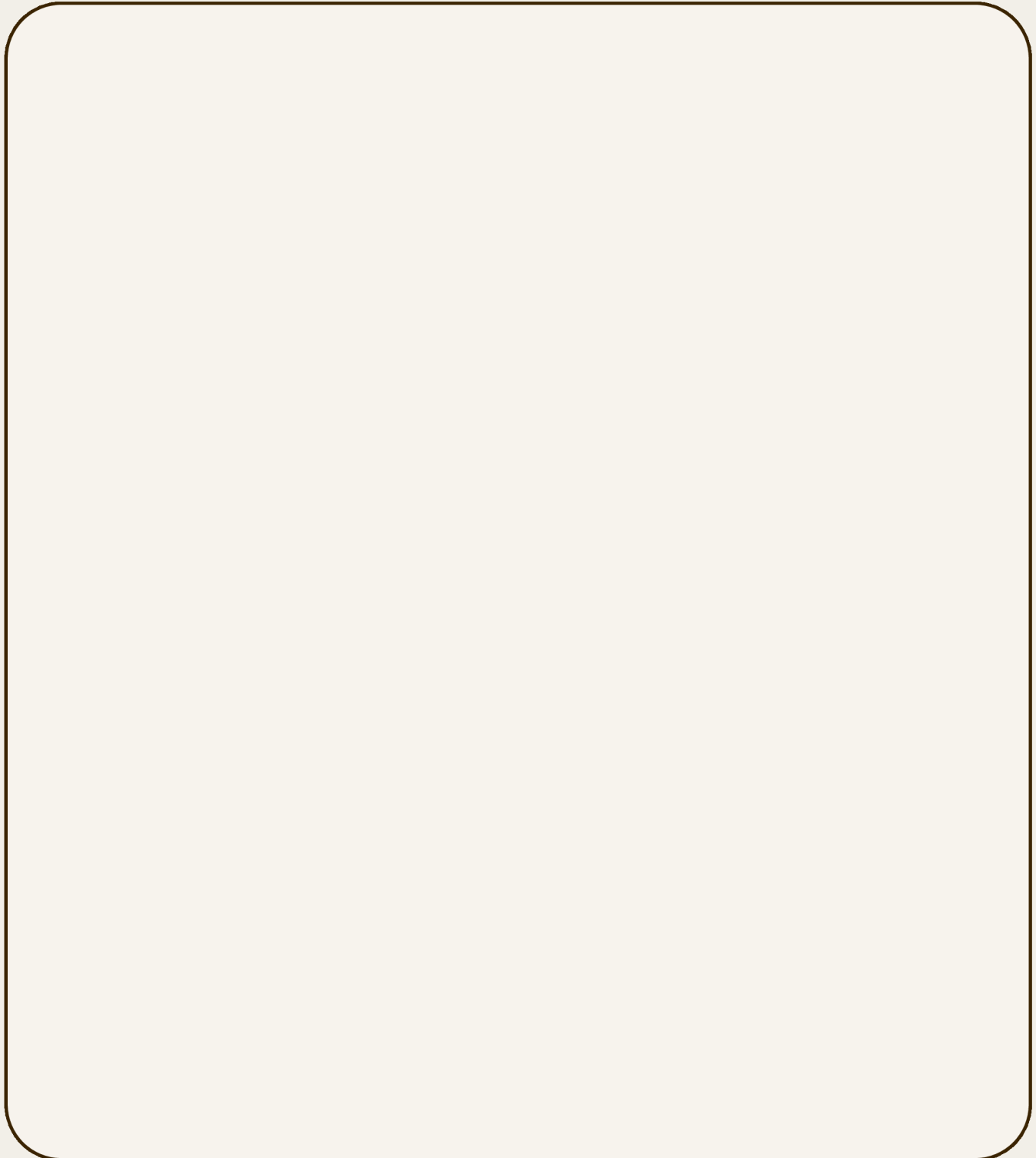
- Being punished for something
- Loneliness and standing out
- Weakness and vulnerability
- Selfishness and ingratitude
- Getting trapped
- Lacking authenticity
- Being powerless or losing control
- Being unloved
- Mediocrity
- Boredom
- Ignorance or being misled
- Unintended consequences
- Chaos



4. What are your ideal customer's talents?

Hint: It might be...

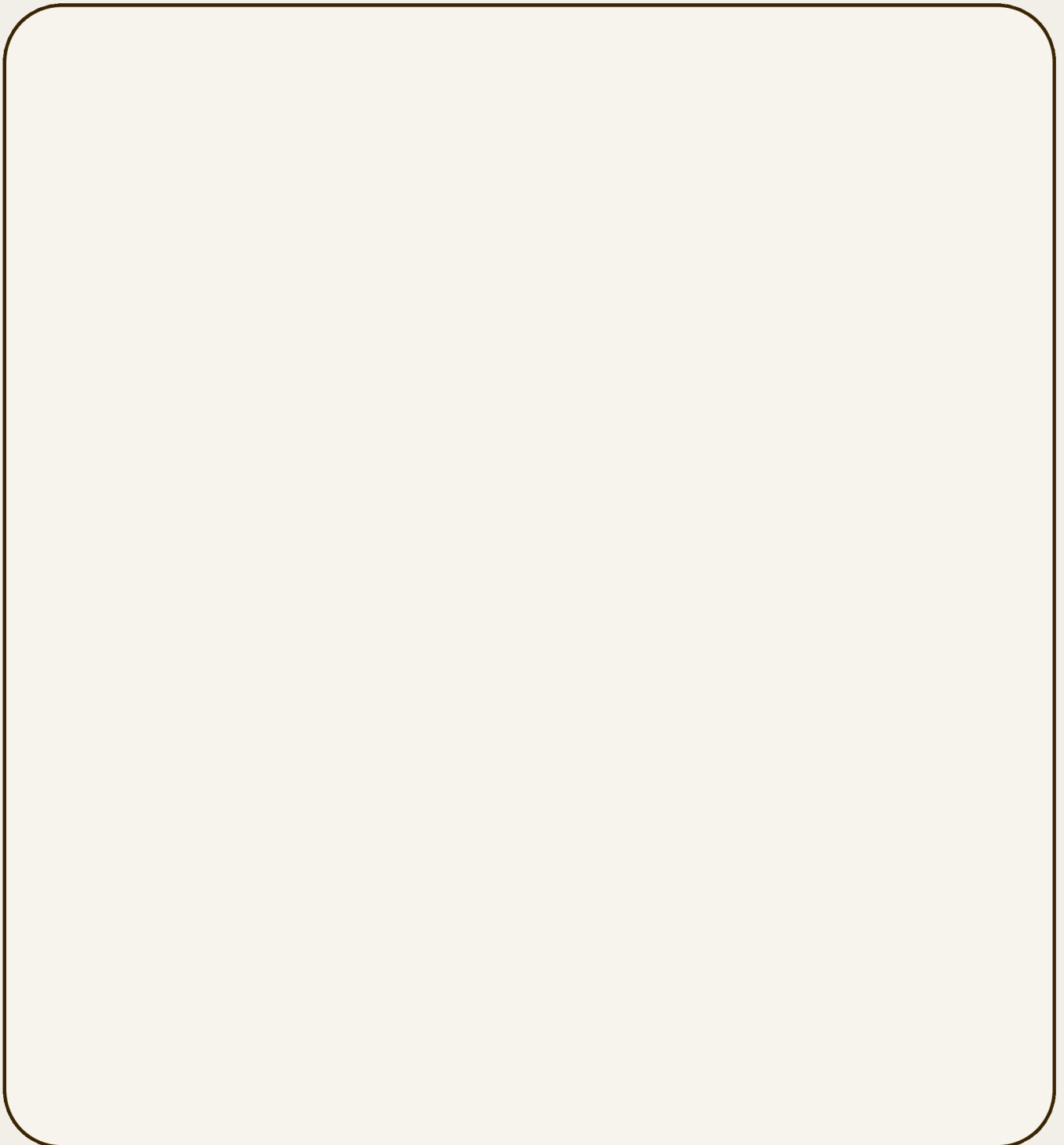
- Leadership and responsibility
- Finding a win-win solution
- Wisdom and intelligence
- Bringing joy to others
- Creativity and imagination
- Passion and loyalty
- Outrageousness
- Ambition and autonomy
- Compassion and generosity
- Courage and competence
- Empathy and authenticity
- Faith and optimism

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5. What are your ideal customer's weaknesses?

Hint: It might be...

- Naive and boring
- Arrogance
- Martyrdom
- Easily exploited
- Aimless wandering
- Manipulative
- Unable to delegate
- Procrastinating
- Loose morals
- People-pleasing
- Perfectionism
- Frivolity and wasting time
- Shallowness of character



6. How does your ideal customer see themselves?

Hint: It might be...

- A caregiver
- A disruptor
- A rebel
- A success
- An innovator
- An adventurer
- A dreamer
- A visionary
- A protector
- A creator
- An analyst
- A lover
- A leader

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**part 2:
reflecting the
audience persona on
your brand**

7. What are your brand values that align with your ideal customer's values?

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8. How does your brand make your ideal customer feel?

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9. How should you show up in your content?

What tone of voice? What values do you share? Who do you show up as?

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congratulations on kickstarting your audience persona!

If you've come this far, I know you've made a great start to developing an audience persona that helps you connect with your ideal audience in authentic and meaningful ways.

Ready to empower your brand's journey further?

Click here to unlock your full potential with a bespoke marketing strategy, targeted to building genuine and long-lasting relationships with your ideal customers.

[CLICK HERE TO UNLOCK YOUR FULL POTENTIAL](#)