

**TARGET  
CLIENT  
PERSONA**  
WORKBOOK

Hiya ♡ Marianne





# WHAT IS BRANDING?

AND WHY DOES IT  
MATTER?

The best description I've come across is that branding is *the way other people feel about your business*. To help build a brand, I like to concentrate on five elements: **visual identity**, **target client persona**, **reputation**, **consistency**, and something that could be called **buff-worthiness**. Branding is important because it helps you reach the right clients, those who connect emotionally with what you have to offer, in a world where there is way too much noise and too many options to go around.

This workbook helps you with one of the most crucial components, creating a target client persona. Creating a persona is helpful because it simplifies ALL the decisions you ever need to make about your business, whether to do with your visual identity, the products you offer, or deciding how and where to connect with your potential clients. It helps you to forge your marketing message without having to talk to EVERYONE at the same time.

Once you have your target client persona fully fleshed out, all you ever have to think about is just that one specific person when making decisions. Would they like it? If yes, go for it, if not, it's not the right direction. That's a weight off, right?

Have fun creating your very own persona!

*Marianne*  
xo



**HOLD  
on!**  
BEFORE  
YOU START

You might be wondering where on earth you are supposed to find all the answers to these questions from. It's really a combination of different things. If you're in the very beginning, you should start thinking about how your friends or family, or your biggest fans see you. How would they describe you? How would you describe them? A big part of the process is figuring out who YOU think that perfect person you want to work with is, a person who sees you and your work in the way you want to be seen.

Then, you should move into market research. Dive deep into the industries you wish to serve, analysing their needs, trends, and visual aesthetics. Understand their values and their aspirations. By immersing yourself in the industry landscape, and learning about who the decision makers are, you can align your photography style and services with the demands of potential clients.

Another important element is identifying any clients you have already worked with, who you'd consider your ideal clients, and find out as much as you can about them. Actually, it's good to get into a habit of asking for information throughout your relationship with your clients, starting from your enquiry form, through all the verbal communication between you, and ideally ending with an anonymous survey after you've delivered your services.

All clear? Right, I think you're all set now.

*Good luck!*



DEMOGRAPHICS / who are they?

Name (first name is enough, just to flesh them out):

Age (just one age, not a range):

Gender:

Income:

Urbanicity (city/country/suburban):

Occupation:

LIFE SITUATION / where in life are they?

Single/Engaged/Married/Co-habiting:

Childred Y/N:                      Number:                      Ages:

Pets Y/N:                      Type:

Homeowner Y/N:

Anything else you can think of?

WHAT ARE THEY LIKE / what personality traits or individual qualities do they have?

Trait 1:

Trait 2:

Trait 3:

Anything else?



LIKES / What are their favourite books, movies, TV shows, magazines, and what music do they listen to?

BOOKS:

MOVIES & TV:

MAGAZINES:

MUSIC:

What would their ideal house look like?

SHOPPING / Where do they shop?

Store 1:

Store 2:

Store 3:

Where do they wish they shopped?

TASTE / How do they dress?

What are their favourite colours?

Colour 1:

Colour 2:

Colour 3:

**STEP  
THREE**  
HABITS

What do they spend most of their time on?  
.....

What do they WISH they'd spend more time on?  
.....

What hobbies do they have?  
.....

What blogs do they read/podcasts do they listen to and how often?

Blog/podcast 1:	Daily	Weekly	Monthly
Blog/podcast 2:	Daily	Weekly	Monthly
Blog/podcast 3:	Daily	Weekly	Monthly

What are the top 5 websites they use and how often?

Site 1:	Daily	Weekly	Monthly
Site 2:	Daily	Weekly	Monthly
Site 3:	Daily	Weekly	Monthly
Site 4:	Daily	Weekly	Monthly
Site 5:	Daily	Weekly	Monthly

How did they find you? (If search engine, what term?)  
.....

**STEP  
FOUR**  
VALUES

What do they value?

Value 1:

Value 2:

Value 3:

Value 4:

What kind of choices do they make based on these values?

What really excites them/what are they drawn to?

Turn-on 1:

Turn-on 2:

Turn-on 3:

What else could excite them if they knew it was a possibility?

What turns them off?

Turn-off 1:

Turn-off 2:

Turn-off 3:

How do these dislikes influence their decisions?



What are their needs?

Need 1:

Need 2:

Need 3:

Which of these needs are likely to be neglected?

What hidden needs do they have?

Need 1:

Need 2:

How could you fulfil these needs?

What do they fear?

What do they REALLY want from you?

What excites you about working with them?





What you've written above is one of the most valuable things you could have done to steer your business decisions in the right direction. Now look at what stands out to you, and gets you excited about your ideal client, and fill in the guideline on the next page.

Do have a print-out of your guideline at hand, whether pinned to the wall next to your desk, or filed somewhere where you can easily find it if you have difficult decisions to make and need to remind yourself of your target client. In time you will get to know them well, and making decisions based on their needs becomes second nature to you.

Remember to revise your target client if you are ever thinking of changing the direction of your business to serve a different type of client.

**Extra tip:** if you work with commercial clients and wonder how you're supposed to distil a company into just one persona - you're not, You should concentrate on identifying who the decision makers are. Who are the people at your ideal companies that you're actually going to be communicating and working with. Who brings you in because they love your work, and who keeps working with you hopefully in the long term. Remember, companies are also made up of people and no matter what level you're working at, you will always be working with a real life person!



My Target Client is called \_\_\_\_\_, They are \_\_\_ years old, live in the \_\_\_\_\_ and work as a \_\_\_\_\_. They find \_\_\_\_\_ & \_\_\_\_\_ to be important in their life. They like the colour \_\_\_\_\_, read \_\_\_\_\_, and shop at \_\_\_\_\_ & \_\_\_\_\_. They spend most of their time on \_\_\_\_\_, & wish they had more time for \_\_\_\_\_. They get very excited by \_\_\_\_\_ & \_\_\_\_\_, and are completely turned off by \_\_\_\_\_ & \_\_\_\_\_. Three words to describe them are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. They want to work with me because they want to \_\_\_\_\_ & \_\_\_\_\_. I can't wait to work with them because \_\_\_\_\_.