



# CLIENT PERSONA TEMPLATE

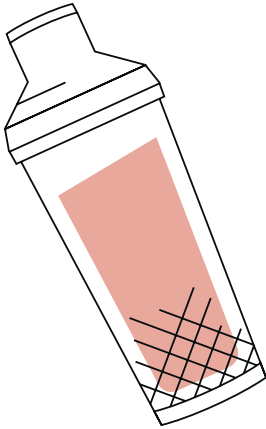
SO THE  
*Right People*  
BUY FROM YOU

**BRIM**  
BRANDING™

AIREEN ARELLANO

*I'm*

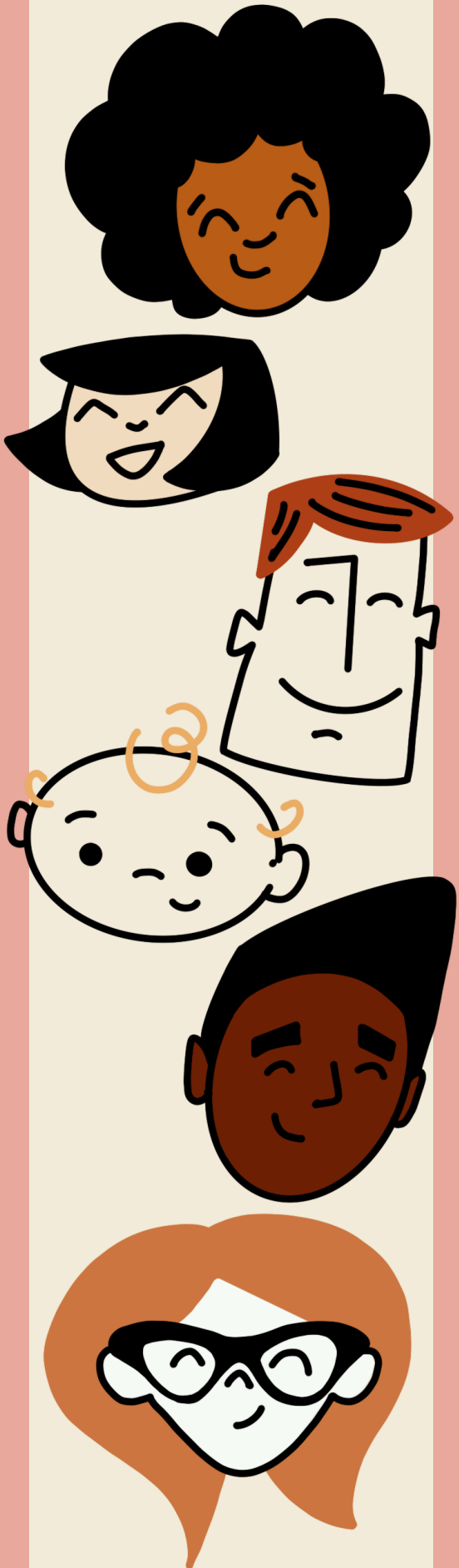
# Aireen!

*Your  
Branding  
Barista*

With a multidisciplinary brand design background for multinational corporations in categories like beverage, entertainment, education, and commercial & professional services, I take my 20 years of corporate agency experience and now help founders & executive teams define and design their brand so they can connect consistently with an aligned audience.

I invite you to take advantage of my award-winning branding experience and use my brand recipe secrets to apply them to your own brand vision.

**Let's shake up your brand identity together!**



# *Welcome to your* **Client Persona Template**

## **Congratulations!**

In this template, I will share with you how to craft a client persona so the right people buy from you.

**Creating a client persona is important because it gives your brand clarity, direction, and consistency.**

More ahead!

Let's take take our first sips.

# What is a Client Persona?

A client persona is a profile of your ideal client/customer. You may have also heard this referred to as an avatar. At a glance, you'll be able to picture who this person is.

## **A client persona includes:**

1. Demographics
2. Psychographics
3. Behaviors & Habits
4. Pain Points
5. Desired Outcomes & Goals
6. Buying Process & Objections
7. Relationship With Your Brand

**Creating a client persona is important because it gives your brand clarity, direction, and consistency.**

A client persona will also help determine the voice and tone of your brand, since how you speak to one person from a certain background and experiences will be different than how you speak to another person with a different background and experiences.





# The dangers of trying to serve everyone

If you're thinking, "My product/service is for everyone!" to that I offer a gentle challenge: "Does it, though??"

**Let's look at the following two *[target audience]* examples:**

1.) My coffee brand serves *[busy working parents.]*

**Imagine if we instead shifted that statement so that our *[target audience]* is different:**

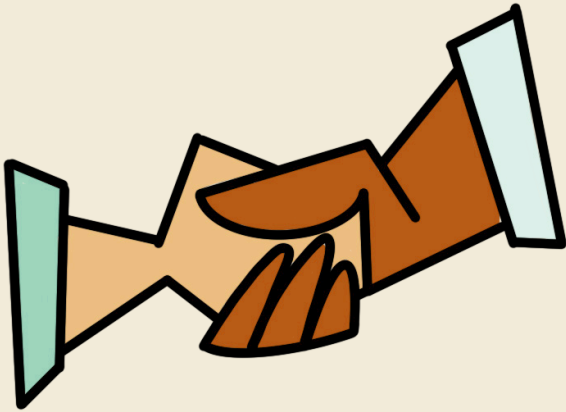
2.) My coffee brand serves *[Gen Z college students.]*

The way you brand and market your product for a working parent would be vastly different from the way you sell your product to a Gen Z college student. Each of these demographics value different things and have different spending habits. They each also have different tastes, so you need very specific visuals to appeal to each group.

By attempting to brand and market your product by using generalized language, you miss specific messaging moments, and thus, precious few seconds of opportunity to effectively engage your customer and make a sale.

Your customer then ends up buying from someone else who resonates directly to them.

**By selling to everyone, you end up selling to no one.**



# Customer VS Client

The terms are often interchangeable, but if you want to differentiate the two, here's the breakdown:

A **customer** is usually referred to as a person on the receiving/purchasing end of a short-term transaction. If your business primarily offers products, you'll refer to the people you help as your *customers*.

A **client** is usually someone you have a long-term, ongoing relationship with. If your business primarily offers a service, you'll refer to the people you help as your *clients*.

**Note:** "What if I'm in the non-profit sector? I don't really have "customers" or "clients."

*You still have people you serve, so you can assign any name you want to this group.*



# Client Persona Basics



## Demographics & Psychographics

These are your surface-level basics about your ideal client. What is the age range of your ideal client? What gender(s) do they identify as? Where do they live (city, region, urban/suburban/rural)? How about their income range? What is their education level? Do they have a family? What industry or field do they work in? Psychographics are their values, beliefs, and motivations. What do your ideal clients care deeply about?



## Pain Points & Desires

What are their biggest struggles? What are they afraid of or trying to avoid? What kind of lifestyle do they aspire to? What challenges are they currently experiencing that your brand solves? What is the cost—financial, emotional, or time-based—of not solving these problems? What solutions have they tried in the past? Why didn't those work?



## Values & Behavior

What values guide their decisions? What are they motivated by (status, convenience, savings, impact, belonging, etc.)?



## Buying Motivations

What does “success” look like for your ideal customer? What transformation are they seeking by hiring you or buying from you? What results matter most to them (speed, quality, personal attention, expertise, price)? What hesitations might they have before buying from you? What questions do they usually ask before making a decision? What would make them feel confident enough to buy? Who influences their buying decision (partner, team, peers, community)?

# Your Main Client

## Worksheet

Before we dive into specifics, let's start with a general overview. Who is the **main person** you serve? If you have different types of clients, think about who encompasses **80% of your business**. Are they male/female/nonbinary? What is their age? What is their professional role? What business are they in? Fill in general demographics in the box below. But no need to get bogged down with specifics. We'll dive a little deeper on the next page. **(NOTE: So you don't lose your progress, be sure to save a copy of your answers as a separate file and continue saving along the way.)**

**Demographics of the person who makes up 80% of your business**

Now let's think about the rest of your customers. Write down their demographics below. We'll concentrate on the 80% moving forward, but it'll be good to capture the 20% here so you can refer to it later and create a secondary client persona if you wish.

**Demographics of the person who makes up 20% of your business**

# Ideal Client Persona

## Worksheet



Now let's focus on that 80%. It's time to get specific. We'll describe them in 3 categories: **Demographics, Psychographics, and Mindset.**

**Your Ideal Client's Name:**

**Their Mantra:**

### Demographics

Age, Gender, Occupation, Cultural Background, Family Status, Education, Job Title, Annual Income

### Psychographics

Hobbies, Brand Affinity, News, Entertainment, Conferences, Books, Social Media, Magazines, Gurus, Blogs/websites

### Mindset

Their opinion and attitude. How do they feel about your products/services? Quirks? Characteristics? Personality?

# Ideal Client Persona

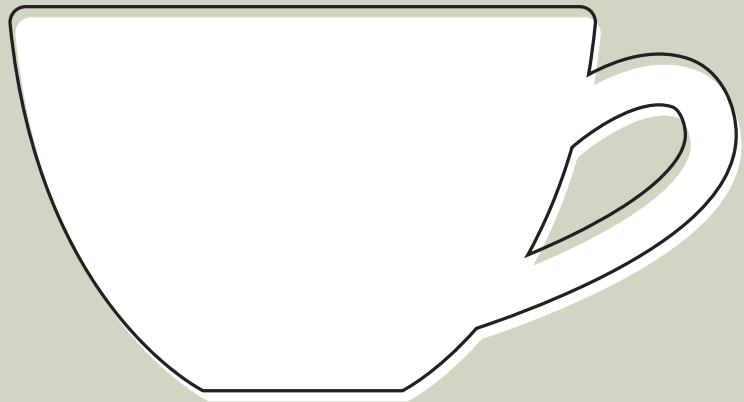
## Worksheet

(continued)

Let's dig even deeper. Fill the cups with your answers to each section.

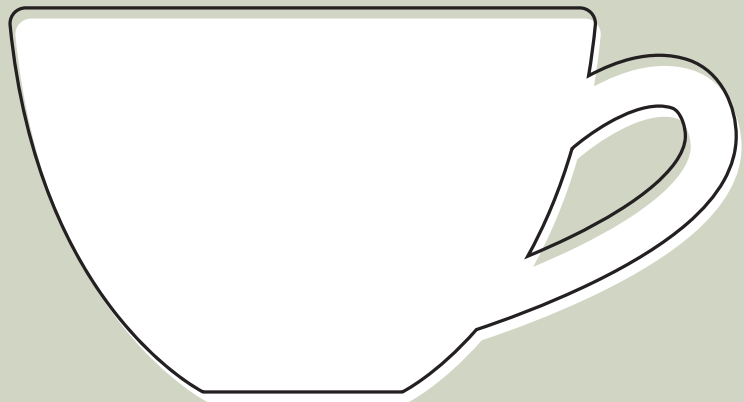
### Pain Points

What are the biggest problems your client has?



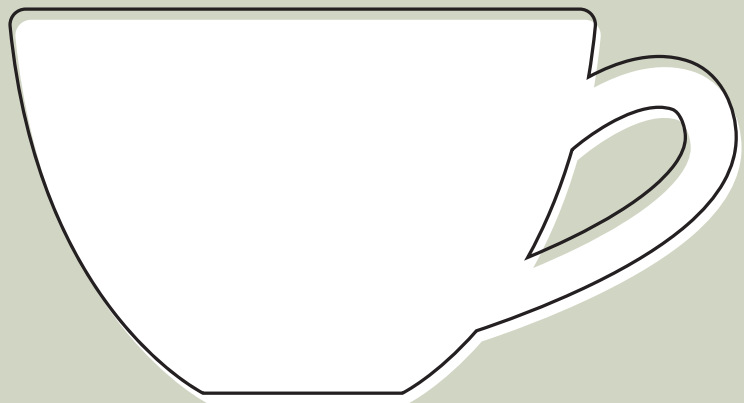
### Desires

What drives your ideal client?



### Buying Motivations

What drives them to finally make a purchase?



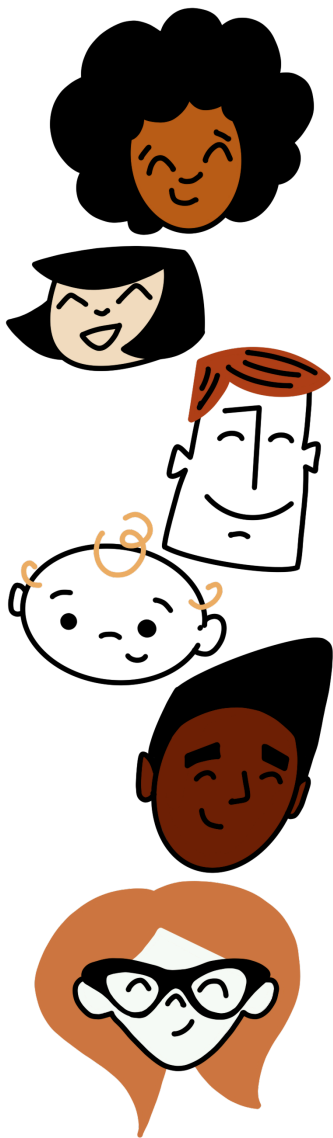
“

The better  
you know  
who you're  
brewing for,  
the better  
the blend.

”



# Congratulations!



*You've brewed  
your client  
persona!*

Now you can have brand clarity,  
direction, and consistency,  
allowing the right people to buy  
from you.







# Thank You

*for your support!*

Find more branding resources:  
[BrimBranding.com](https://BrimBranding.com)

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BRANDING



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