



Persona Development Prompts

1. Customer Avatar/Psychographics

As a world-class marketing strategist specializing in audience analysis, create a detailed customer persona for high-quality woodworking blueprints. Our target audience consists of dedicated hobbyists, DIY enthusiasts, and emerging craftspeople seeking distinctive designs they can create with pride. Many encounter difficulties finding creative plans with clear instructions, often struggling with complicated directions or uninspiring concepts that diminish their enjoyment.

Include demographic information, psychological characteristics, core values, and provide at least 5 specific examples in each category: Current Challenges (daily obstacles they face), Future Concerns (anxieties about what might happen), Irritations, Aspirations, Misconceptions, Pivotal Moments (everyday situations that highlight their problems), and Internal Questions (thoughts they contemplate but wouldn't vocalize). Also identify their Fundamental Issue (the underlying cause of their various symptoms) and their Dream Outcome (their idealized future where all problems are resolved). Create unique titles for both the Fundamental Issue and Dream Outcome.

Be concrete, thorough, and emotionally resonant in your description. Assign this persona a realistic name for easy reference in our future discussions.

2. Previous Attempted Solutions

Excellent! What approaches has [NAME] previously explored to address their problems? Detail what aspects they found unsatisfactory about each solution,

expressed as direct quotations from [NAME]. Maintain specificity, thoroughness, and emotional authenticity in your response.

3. Identity Transformation

Awesome! In what ways would [NAME]'s self-perception change if our solution completely resolved their challenges? Categorize this into two sections with at least 10 elements each: How [NAME] would view themselves differently, and how people in [NAME]'s life would perceive them differently.

4. Daily Routine Comparison

Great! How would [NAME]'s routine transform after resolving their challenges? Provide an hourly comparison between their current and future daily experiences. Be specific, detailed, and emotionally nuanced when describing their activities and associated thoughts and feelings.

4b. Activity Transformation

Great work. Continuing with this Before/After analysis of their daily life changes, enumerate 10 unpleasant tasks [NAME] will eliminate and 10 enjoyable new activities [NAME] will incorporate once their problems are solved. Include how each activity affects their emotional state. Present this information in a comparative table format.

Portable Summary

Great! Now create a concise yet comprehensive summary of key insights about this customer persona so I can reference essential context in future conversations when crafting compelling content for individuals like [NAME].

Keep the summary compact enough to fit in a single prompt while including all

crucial details. Avoid restating everything from our discussion—focus solely on the most significant elements.