



Download the Customer
Personas Snapshot Exercise
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Customer Personas Snapshot Exercise

Use this exercise to understand your customer persona segments and general demographics. View the sample list of five customer personality types to trigger your memory of the customer personalities you've had interactions with.

Next, pull from your experiences with customer personalities. Maybe your customers are students who want to learn your techniques and have specific needs. Maybe they are buyers gifting your art to loved ones, or they are new homeowners who want to fill their homes with original artwork.

Think about what you know of your customers' demographic details. What needs and wants do they have? Where are they likely to find your art?

You may decide that the best way to address customers' needs is by showing them how your offerings align with their needs through photography on your website.

Your responses to "where they'll find you" should help you determine where and how to market to each segment—your offerings should show up where your customer is. Knowing this will assist your PR and marketing efforts.

Getting to know your customers comes with time and experience. However, by attempting to understand your customers and predict their needs and motivators, you'll be better able to position your offerings in the marketplace and create long-term value.

CUSTOMER PERSONAS

A SAMPLE SNAPSHOT OF YOUR IDEAL CUSTOMERS

	CUSTOMER DEMOGRAPHICS	THEIR NEEDS & PAIN POINTS	THEIR BUYING MOTIVATORS	WHERE THEY'LL FIND YOU
<p>CUSTOMER A:</p> <p>“Busy Barbara”</p>	<ul style="list-style-type: none"> - wife + mother of kids - 30 to 45 years old - lives in the suburbs - educated / high-income - comfortable lifestyle 	<ul style="list-style-type: none"> - needs to do something for herself - needs help with details - wants prompt replies 	<ul style="list-style-type: none"> - practical weekly spending and occasional splurges - benefits to the family - pre-planned and pre-packaged options 	<ul style="list-style-type: none"> - in magazines - on day-time television - on Facebook
<p>CUSTOMER B:</p> <p>“Decorating Dave”</p>	<ul style="list-style-type: none"> - no kids - disposable dual-income - home and environment are high priorities - trendy 	<ul style="list-style-type: none"> - needs comfort - wants the latest and greatest new thing - wants to appear worldly 	<ul style="list-style-type: none"> - unique, one-of-a-kind finds - altruistic status symbols - philanthropic and charity-related causes - eye catchers and sparkle 	<ul style="list-style-type: none"> - on Pinterest - on Etsy - in home/design magazines - in boutiques and galleries - at auctions and fundraisers
<p>CUSTOMER C:</p> <p>“Nostalgic Nancy”</p>	<ul style="list-style-type: none"> - baby boomer - mother to adult children - looking forward to retirement 	<ul style="list-style-type: none"> - needs to be reminded of her passions - wants adventure 	<ul style="list-style-type: none"> - memory and emotional triggers - visually inspired - limited-time offers 	<ul style="list-style-type: none"> - on Facebook - in the newspaper - through friend referrals
<p>CUSTOMER D:</p> <p>“Learning Larry”</p>	<ul style="list-style-type: none"> - in career transition - single, hobbyist - enthusiastic - very detail oriented 	<ul style="list-style-type: none"> - wants all of his questions answered before buying - needs a “deal” purchase - needs his hand held 	<ul style="list-style-type: none"> - learning opportunities - career and job paths - temporary solutions - coupon codes 	<ul style="list-style-type: none"> - in course catalogues - in the newspaper - through a Google search - in blog interviews
<p>CUSTOMER E:</p> <p>“Social Sarah”</p>	<ul style="list-style-type: none"> - twenty something - technologically savvy - frequently on the go - goal-oriented 	<ul style="list-style-type: none"> - wants to give the best gifts to friends and family - needs to be in-the-know 	<ul style="list-style-type: none"> - positive online reviews - opportunities to get-ahead - likes to gift memorable, hand-made items 	<ul style="list-style-type: none"> - on Google+ - on Pinterest - on Etsy - through friend referrals