

Target Persona Name:



Ask these questions to create your target persona: resident, family member, influencer or employee.

1. Who is the primary decision maker?

2. Who influences the final decision to choose your community? List them here.

3. What is the approximate income range or salary range for this persona?

4. What are the dislikes, desires, fears or interests of this person?

5. How does this person prefer communications? By text, email, phone, in person?

6. Who is the most important consideration for this person when choosing your community?

7. How does your community deliver the biggest difference for this person?

Sales Questions



Using the persona you just developed, create a sales question that focuses on their dislikes or desires. Use these questions as a guide.

What is causing this person to make a change (e.g. change of residence or change of job)?

What will help them trust that your community is the solution?

When do they need to make this decision? How urgent is it?

What are the dislikes, desires, fears or interests of this person?

Now write a sales question that focuses on their fear, desire or goal.
