

7-Step AI Prompting Sequence for Your Ideal Customer Persona

- For text in black, copy and paste these instructions into your AI tool.
- The blue text is a description of what input/context you need to add based on your experience.

Prompt#1:

ROLE:

Today, you're a world-class marketing analyst with meticulous attention to detail. I want you to create the ideal buyer persona profile for a

[DESCRIBE YOUR BUSINESS OR ORGANIZATION HERE AND THE PRODUCT OR SERVICE]

- *Add links to the home page and about us page.*
- *Refer to product/service pages.*

The typical buyer of this service is

[DESCRIBE THE IDEAL CUSTOMER AS BEST AS YOU CAN HERE]

- *If it is a company, indicate the size and type of business if applicable.*
- *Also indicate if the buyer is local, national or international*

TASK:

[OUTLINE THE OUTPUT OR WHAT TYPE OF INFO YOU DESIRE IN THE OUTPUT]

You give the persona the name **[ADD NAME HERE]**

Include Demographics, Psychographics, Main Challenges, Values, and Motivations of this buyer persona. We're looking for key emotional drivers. Give the persona a real name so it's easy for us to refer to it going forward.

FORMAT:

Your final output must be perfectly structured for a direct copy-and-paste into a markdown editor or word processor without any need for manual re-formatting. Include H1, H2, H3 headings and bullet points for easy reading.

Prompt #2:

TASK:

Great job. Now tell me **5** fears **[Name of Perona]** has around

[YOU CAN COPY THE MAIN CHALLENGES FROM THE RESULTS OF THE FIRST PROMPT]

- *(If you can, give an example of a challenge from the results of the first prompt and what will happen if they don't address the problem. This will provide additional context for a richer result.)*
- I don't want boring surface level answers.
- Give me the deepest fears that **[Name of Perona]** likely wouldn't admit out loud unless nobody else was listening. Fears that can often keep them awake at night.

List and analyze the most common pain points **[Name of Perona]** face when [doing X] in [industry/field].

- Use recent data, industry reports, or survey results
- Quantify each pain point where possible
- Present findings in a structured table
- Include a chart to visualize top pain points
- Summarize the top three with data-driven solutions

FORMAT:

Your final output must be perfectly structured for a direct copy-and-paste into a markdown editor or word processor without any need for manual re-formatting. Include H1, H2, H3 headings and bullet points for easy reading.

Prompt #3:

TASK:

Thank you. Now give me more SPECIFIC examples of how each of these fears would affect SPECIFIC relationships.

- Be vivid,
- descriptive, and
- emotional.

How would these fears (if realized) impact the people around **[Persona Name]**?

In **[Persona Name's]** mind (where they imagine the worst case) how would these people treat them?

What would those people say?

HERE ARE SOME ADDITIONAL EXAMPLES: *[provide a couple of scenarios that would help AI to understand the situation.]*

Prompt #4:

TASK:

OK, now imagine that **[Persona Name]** meets a magic genie that can create the perfect **[Type of Company, Name of your company's niche]** for them that actually addresses and solves their issue.

In this idealistic scenario, list 20 outcomes **[Persona Name]** would want **[Name of your company, product or service]** to bring them.

Prompt #5:

TASK:

Now imagine that **[Persona Name]** meets a sales-person of the **[your company/organization]**.

They've now been pitched.

Taking into consideration the deep fears and challenges faced by **[Persona Name]**, what offer could the sales-person give them which would remove their perceived risk and instead make it appear as if the sales-person and the company are putting some skin in the game.

- An example of this would be if a [company/organization] had an offer working on a 100% performance basis.

Now list 20 ideas.

Prompt #6:

TASK:

Now that you have developed a detailed overview of this ideal customer persona, identify all the possible misconceptions **[Persona Name]** may have about [INSERT A DESCRIPTION ABOUT YOUR INDUSTRY, YOUR PRODUCT AND/OR SERVICE]

Explain the reasons why these misconceptions exist and suggest what content, tools, strategies can be implemented to dispel each misconception.

Also list all the terminology that **[Persona Name]** would use when talking about their pain points, issues, potential solutions.

Prompt #7:

TASK:

Now, take everything you've learned about this buyer persona [**Persona Name**] and write me a comprehensive, detailed summary of all relevant details.

I want this summary to be something I can send to you, so that you can help me write effective advertising materials targeting personas like [**Persona Name**] - stuff like Ads, emails, sales letters, blog articles, brochures and webpages.

This summary must include all the deep emotional drivers that inspire people like [**Persona Name**] into taking action. Include all relevant details, quotes. Remember this summary is designed to give you (**Chat-GPT, Gemini or other AI tool**) the best possible context about this market.

But I want that summary to be something I can paste into a single prompt. Make it as long as it needs to be.