

# STOP BEING THE BEST KEPT SECRET BUYER PERSONA

Does Your Website Speak the RIGHT Language to the  
RIGHT Buyer?

Would YOU - Buy from YOU - based on YOUR Website?  
Don't be Everything To Everyone Then End up Being Nothing  
To NO ONE

Be Committed to Your Customer's Problem, Aspiration,  
Challenge or Goal.



Ask Yourself WHY would your soulmate care  
about you & your products?

Start By LISTING YOUR CORE STRENGTHS

LIST YOUR OPPORTUNITIES



Be Around "Your "Likeminded People

REMEMBER IT'S ALL ABOUT THEM! NOT YOU!

By Discovering Your Ideal Buyer & Soulmate

It Will Help You Build The Following.

Your Keyword Strategy

Landing Pages - Website - Product - Pricing.

Where to Market Your Products & Services

What Socials Your Soulmates are Hanging Out at



Understand the person Not just the position

Make An Emotional Connection

Help You Customer Win & You Win

UNDERSTANDING YOUR CUSTOMER'S

CUSTOMER



SHINE A BRIGHT LIGHT ON YOUR SOULMATE

THIER GOALS ARE JUST AS IMPORTANT AS  
YOUR YOUR OWN. MAKE IT ABOUT THEM AND  
YOU WILL CONNECT WITH YOUR SOULMATE  
100!

