### Target Buyer/Market Persona

**Location?** Do you wish to provide your products or services locally, regionally, nationally, or internationally? Where will you not go?

**Previous engagements and relationships** are a huge plus providing that they have been positive. Is this important to you?

**Influence and reputation?** A high level of influence will be beneficial providing that this person is willing to share their knowledge, and their connections, with you. Think introductions and referrals. How will you measure this?

**Type of business?** Your product or service may be industry specific. If it is not, what industries best match your buyer profiles? Your services may fit better in a B2B environment rather that B2C or ... you might reverse that order. Describe your best type of business opportunity.

**Company size?** Size can be defined by: employees, revenues, locations, and many other factors. What sized company is most likely to invest in your services?

**Titles?** Your ideal prospects will have what titles?

**Business potential?** You will need to gauge this potential for your prospective customers.

**A willingness to refer?** Your existing customers should be your best source for referrals. Are they? If not ... why? Have you ever even asked them for referrals? How will you gauge someone’s willingness to refer?

**Keywords in their social profiles?** Can you identify and discover commonalities that fit your persona? Start with your existing customer sampling.

Their **specific areas of need** that you are able to satisfy? No pain = no sale. No need = no sale. Who, or what type of businesses, are most likely to need your services?

### Target Power Partner Persona

**Industry?** What industries have the potential to be your best power partners?

**Reputation?** I can't speak for you, but I want to work with the best. How will you determine this?

**Willingness to collaborate and refer?** How will you determine this?

**What can you bring** to them if not referrals?

### Target Networking Opportunity Persona

**Format?** Is this a closed meeting or an open event?

**Frequency?** How often and when do they meet?

**Market?** Do the other members share my same general market (B2B or B2C)?

**What types of leads and referrals do they share?** What is important to you? Referrals, business intelligence, warm leads, camaraderie?

**Availability?** Is my industry classification open and will it be protected?

**Attendee mix?** Will I find my identified power partners here?

**Requirements?** What are the requirements in terms of my investment of time and money?