



Create a Buyer Persona and Their Top 10 Pain Points

Define the core buyer persona that represents your ideal target client and identify their top FAQs.

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Marketing**
Virtual CMO for CPAs

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Starting a new chat:

1. Sign into ChatGPT (a paid account is best)
2. Start a new chat, use GPT-4 (or later)

Buyer Personas

Prompt Chain: Copy/paste or type the following into ChatGPT.

Using the empathy mapping process define the core buyer persona that represents the ideal target customer for [enter information about your ideal target client, describe the service you are providing, provide as much information as possible]. Your task is to generate a buyer persona with: Gender, Age, Location, Relationship Status, Work, Interests, Behaviors, Web History, Search Terms, Pain Points, Goals, How We can help? Create a list of 10 concerns that the persona might express when considering hiring- make it emotional and use the first person. Give the persona a name that matches their gender, age, ethnicity, and location. The output should be in English, in a bulleted format that can be used by ChatGPT to improve future prompts.

Tip: Copy/Paste the name of the persona here so you can reference it in later prompts for Personal Name. _____

Buyer Persona Example

Using the empathy mapping process define the core buyer persona that represents the ideal target customer for [restaurant owners over 35 in the Denver Colorado area, revenue is 5 million annually, looking to grow, and is seeking accounting and tax services from a technology-forward accounting firm]. Your task is to generate a buyer persona with: Gender, Age, Location, Relationship Status, Work, Interests, Behaviors, Web History, Search Terms, Pain Points, Goals, How We can help? Create a list of 10 concerns that the persona might express when considering hiring- make it emotional and use the first person. Give the persona a name that matches their gender, age, ethnicity, and location. The output should be in English, in a bulleted format that can be used by ChatGPT to improve future prompts.

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Buyer Persona Activity Results: "Michael Thompson"

1. Gender: Male
2. Age: 42
3. Location: Denver, Colorado
4. Ethnicity: Caucasian
5. Relationship Status: Married
6. Work: Owner of a successful restaurant chain in Denver
7. Interests: Culinary innovations, local food trends, sustainable business practices, technology in business management
8. Behaviors: Proactive in business decisions, keen on adopting new technologies, regularly networks with other local business owners
9. Web History: Frequently visits websites on business growth, culinary trends, technology in hospitality, and local business forums
10. Search Terms: "Efficient restaurant management", "Technology in restaurant accounting", "Denver business growth opportunities", "Tax services for restaurants"
11. Pain Points:
 - Difficulty in managing complex financial records
 - Concerns about tax compliance and optimization
 - Need for more efficient accounting processes
 - Limited time to focus on financial aspects due to operational demands
12. Goals:
 - To streamline the restaurant's accounting and tax processes
 - To ensure financial growth and sustainability
 - To stay compliant with all tax laws and regulations
13. How We Can Help:
 - Offer technology-driven accounting solutions tailored for the restaurant industry
 - Provide expert tax advice and compliance services
 - Implement efficient financial management systems to save time and reduce errors

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10 Concerns “Michael” Might Express: (in First Person)

1. I’m worried that I’m not making the most of tax benefits available to my business.
2. It’s challenging to keep up with financial management while focusing on operations.
3. I’m not sure if my current accounting methods are efficient enough for my growing business.
4. I fear that I might face penalties due to inadvertent tax compliance issues.
5. I need an accounting solution that understands the specific needs of the restaurant industry.
6. I’m concerned about the security and privacy of my financial data with online accounting services.
7. How can I ensure that my financial records are accurate and up-to-date?
8. I want to grow my business but feel limited by my current financial management capabilities.”
9. I’m looking for ways to reduce costs and increase profitability, but don’t know where to start.
10. I need a reliable partner who can guide me through financial decisions and help my business thrive.

This persona, Michael Thompson, represents the ideal target customer for the specified accounting and tax services, providing a clear picture of their needs and concerns.

What do I do with this information?

From these details, you can create a content strategy, including blogs, ebook, webinars, landing pages, email drip campaigns, ad buys, social media, and more that address this buyer persona’s questions.

Want more activities like this?

The Association for Accounting Marketing created a step-by-step workbook “ChatGPT Prompt Chain for Drafting a Content Plan” that was designed to help you harness the power of ChatGPT to build a marketing content plan for your firm.

Contact AAM at info@accountingmarketing.org to access the Workbook.

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About Fixyr

With over 25 years of marketing leadership experience, Apoorv Dwivedi has been inside and building marketing teams and strategies at some of Western Canada's leading financial institutions and professional services firms. From his time at a Big 4 Consulting firm, down to a mid-size credit union, he's worked to directly support small and mid-sized privately owned businesses across all industries on the West Coast and across the Prairies. Over the past 10 years he's been building an independent network of talented freelancers, researchers, designers, web developers, and digital agencies who work together to deliver real world results. <https://fixyr.com>

About AAM

The Association for Accounting Marketing (AAM) is an international association boasting a network of marketing, business development, and growth strategists. The association was formed in 1989 to elevate the profession and advance the careers of growth professionals in the accounting profession through education, community, thought leadership and leading-edge resources. Learn more about AAM at www.accountingmarketing.org

About Penheel Marketing

Penheel Marketing builds muscle—marketing muscle—for CPAs and small business owners. We are a marketing firm that takes care of its clients while attending to their needs virtually. This allows us to spend our time working on your projects with some of the most creative minds in the profession. We also leverage skill sets from across the country. We provide exceptional service, personalized client care, and dedicated professionals. Learn more about our services. <https://penheel.com>

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