

# BRAND PERSONA IN 6 STEPS



r e i r m e d i a  
by T. Alford

# faq / how to use:

this packet is designed to be used in accordance with [this guide](#).

a brand persona is the company's public identity. brand persona is the underlying support for all branded communications and interactions. there are many [benefits](#) to developing a consistent and cohesive brand persona. this workbook uses a six step framework to explore these brand persona elements and more, and test your developed persona's success. each section starts with a supporting example sheet, and graduates to the fillable sheets, for clarity on how the sheet should be filled in. if you need any support, feel free to send a message on the [+ABOUT](#) page. if you need this done for your business but don't currently have the bandwidth, [schedule a call](#).

## table of contents

pg	content
3	buyer persona example
4	buyer research & persona build
5-6	buyer build additional sheets
7	buyer persona comparison sheet example
8	buyer persona comparison build
9	brand persona example
10	brand persona build
11	brand persona support
12	brand persona guidelines example
13	brand persona guidelines build
14	brand persona analysis example
15	brand persona results analysis
16	notes



# reirmedia buyer example sheet

<b>Buyer Age/ Gender Marital Status</b>	<b>25-105   All generations are served All genders are served All marital status are served</b>
<b>Location (City, State, Country, etc.)</b>	<b>California, Missouri, United Kingdom, China, Mongolia  Global Citizens</b>
<b>Education Level</b>	<b>Some education through graduate and post-graduate</b>
<b>Current Occupa- tion/Career</b>	<b>Non-profit Founder &amp; Software Developer Full-Time</b>
<b>Primary daily/ weekend activi- ties?</b>	<b>Work hours, volunteering time at local schools, preparing materials for events, making meals and eating with family, and Toastmasters Weekend - Networking events, movie nights with family</b>
<b>What are your customer's high- est priority core values? Life Priorities?</b>	<b>Integrity, Honesty, Faith, Boldness, Peace, and Meaningful Work  Life Priorities: Building a family, giving back to the community im- pactfully, Serving their higher power, and Developing Self-Mastery</b>
<b>Motivations for product/service purchase?</b>	<b>non-profit r e i r b r e e d customers realize that they have business goals that require time and information that they don't currently have access to. for-profit r e i r b r e e d customers see the digital wave happening, and want to jump into the omnichannel trend to empower their customers and consumers for increases in all business indicators</b>
<b>What goal(s) do they have that my product/service supports?</b>	<b>More sales   More awareness   More conversions   More customer ease   More impressions   Larger customer reach   Expanding product ranges   Publicize company/brand/products/ services/etc.   Developing more branded interactive opportunities   Developing events   etc.</b>
<b>What platforms do these customers show up on?</b>	<b>LinkedIn, Facebook, Medium, Instagram, Twitter, TikTok (more watching than posting) Limited use of BeReal, Snapchat, and all other platforms</b>
<b>How are these cus- tomers introduced to my brand?</b>	<b>Currently, word of mouth. Future: Facebook Page, LinkedIn Page + Audio Events, Instagram, and TikTok</b>
<b>What frequently asked questions do my customers ask about the product/ service?</b>	<b>Price/Cost? What services do you offer? How does that effect my business? What do you need from me? When can we start?</b>

# buyer persona build sheet

<b>Buyer Age/ Gender Marital Status</b>	
<b>Location (City, State, Country, etc.)</b>	
<b>Education Level</b>	
<b>Current Occupa- tion/Career</b>	
<b>Primary daily/ weekend activi- ties?</b>	
<b>What are your customer's highest priority personal values?</b>	
<b>Motivations for product/service purchase?</b>	
<b>What goal do they have that my prod- uct/service sup- ports?</b>	
<b>What platforms do these customers show up on?</b>	
<b>How are these cus- tomers introduced to my brand?</b>	
<b>What frequently asked questions do my customers ask about the product/ service?</b>	

# buyer persona build sheet

<b>Buyer Age/ Gender Marital Status</b>	
<b>Location (City, State, Country, etc.)</b>	
<b>Education Level</b>	
<b>Current Occupa- tion/Career</b>	
<b>Primary daily/ weekend activi- ties?</b>	
<b>What are your customer's highest priority personal values?</b>	
<b>Motivations for product/service purchase?</b>	
<b>What goal do they have that my prod- uct/service sup- ports?</b>	
<b>What platforms do these customers show up on?</b>	
<b>How are these cus- tomers introduced to my brand?</b>	
<b>What frequently asked questions do my customers ask about the product/ service?</b>	

# buyer persona build sheet

<b>Buyer Age/ Gender Marital Status</b>	
<b>Location (City, State, Country, etc.)</b>	
<b>Education Level</b>	
<b>Current Occupa- tion/Career</b>	
<b>Primary daily/ weekend activi- ties?</b>	
<b>What are your customer's highest priority personal values?</b>	
<b>Motivations for product/service purchase?</b>	
<b>What goal do they have that my prod- uct/service sup- ports?</b>	
<b>What platforms do these customers show up on?</b>	
<b>How are these cus- tomers introduced to my brand?</b>	
<b>What frequently asked questions do my customers ask about the product/ service?</b>	

r e i r m e d i a

by T. Alford



# comparison example

## DAISY

- 61 years young aka. baby-boomer
- happily married
- proud to be from North Carolina
- small business owner
- wants to develop digital capabilities for her business

## TINA

- 27 years young aka. millennial
- happily single
- beachy Californian
- small business owner
- wants to increase reach and develop a strategy to start selling products nationwide

## **SIMILARITIES**

- family values
- spiritual or religious
- uses FB, IG, and LinkedIn for business
- uses TikTok and YouTube for entertainment
- early to bed, early to rise
- prioritizes holistic health
- built business with service in mind
- seeking to minimize time on social media

## ANGIE

- 45 years young aka. Xennial
- happily dating
- proud to be from Canada
- non-profit founder
- wants to automate customer relationships and develop a lead nurturing process, donation and event management

- different behaviors on social platforms
- generational language
- couple status
- locations
- brand interaction
- goals

## **PERSONA DIFFERENCES**

reirmedia



# buyer persona comparison sheet

Persona 1	Persona 2
<b>SIMILARITIES</b>	
Persona 3	<b>PERSONA DIFFERENCES</b>





# brand persona example sheet

<b>Client Problem &amp; Brand's Solution</b>	reirmedia decreases the learning curve, inspires confidence, and provides solutions for business owners adapting their marketing strategy to include 2023 digital marketing best practice with a limited team.
<b>Brand Vision Ultimate Brand Goal</b>	reirmedia is boldly marching toward a future where independent business owners, creators and solopreneurs feel empowered to use digital media to market themselves or their brands, without confusion or fear.
<b>Brand Mission Brand Purpose</b>	reirmedia empowers small business owners, founders, solo-preneurs, and creators with information and knowledge to define, expand, and evolutionize their businesses digitally, with dignity, honesty, and supported by ethics-based servant-leadership.
<b>Brand DNA Three sayings that holistically encapsulate brand</b>	HOOK - diy marketing development products to empower   "I know what to do." RELEVANCE - ease of use and clarity   "I know how to do what I need to do." REASON TO BELIEVE - experience & continued education   "I'm getting the most up-to-date information available, and I can see the results."
<b>Full Consumer Demographics &amp; Market Size</b>	<b>Largest Segment:</b> local non-profits   in a growth period, globally, in line with market difficulties   current focus is local non-profits that support marginalized groups. this may change in the future. <b>Smallest Segment:</b> local retailers   in a growth period despite market difficulties   circular and eco-centered are prioritized.
<b>Ideal Consumer Focus</b>	reirmedia's ideal client is an integrity-driven business. whether it is a non-profit or for-profit is not of concern. there is an importance placed on marginalized owners and areas of impact.
<b>Ideal Consumer Behaviors</b>	reirmedia's consumer knows that support for their brand is needed. they are active, engaged, and eager to put new solutions in place for their brand. upon finding reirmedia, our ideal consumers use the free resources, and then jump with both feet into paid service options.
<b>Brand Voice &amp; Visuals</b>	reirmedia consumers are empowered by information to put in place for their business, today. for the ideal consumer, the reirmedia voice is encouraging, confident and optimistic. this is not about toxic positivity, but instead radical empowerment. visuals focus on bright and or colorful imagery, and imperfection.
<b>Aligned Subject Matter Coverage &amp; Non-Starters</b>	reirmedia covers marketing, retail trends, and great marketing content and campaigns. reirmedia talks about the things that brands do right, and the trending news that affects business, and business events that may be valuable for the reirmedia audience. reirmedia does not cover <b>*ANYTHING*</b> else.

r e i r m e d i a

by T. Alford



# brand persona build sheet

<b>Client Problem &amp; Brand's Solution</b>	
<b>Brand Vision Ultimate Brand Goal</b>	
<b>Brand Mission Brand Purpose</b>	
<b>Brand DNA Three words that holistically encapsulate brand</b>	<b>HOOK   RELEVANCE   REASON</b>
<b>Full Consumer Demographics &amp; Market Size (\$ and growth or stage)</b>	
<b>Ideal Consumer Focus</b>	
<b>Ideal Consumer Behaviors</b>	
<b>Brand Voice &amp; Visuals</b>	
<b>Aligned Subject Matter Coverage &amp; Non-Starters</b>	

# brand persona support sheet

<b>Client Problem &amp; Brand's Solution</b>	What customer problem does your product solve?
<b>Brand Vision Ultimate Brand Goal</b>	Where is the brand going? When? What will your brand ultimately achieve for society?
<b>Brand Mission Brand Purpose</b>	What do you do? Who do you do it for? How do you do it? What does this achieve in the world?
<b>Brand DNA Three words that holistically encapsulate brand</b>	HOOK - rational product feature to emotional benefit RELEVANCE - most publicly noted feature of product REASON TO BELIEVE - product differentiator
<b>Full Consumer Demographics &amp; Market Size (\$ and growth or stage)</b>	Largest Segment:  Smallest Segment:
<b>Ideal Consumer Focus</b>	Who is your brand's ideal customer? What does the market of your ideal customers look like?
<b>Ideal Consumer Behaviors</b>	How does your ideal consumer interact with your brand?
<b>Brand Voice &amp; Visuals</b>	What energy do your consumers get from your public communications? ALSO: What does your company need to be to best relate to your consumer? What will your customers see when they see your brand? Is there a format of imagery that will define your brand?
<b>Aligned Subject Matter Coverage &amp; Non-Starters</b>	What topics does your brand cover? What topics does your brand ABSOLUTELY NEVER cover?

# persona guidelines example

Brand Name Showcase (RAY-EER-BREED)	reirbreed comes from reirse meaning, 'to laugh,' in Spanish. breed has the meaning type, species, family, category, variety, style, etc. to me, it has the meaning of the lovers of life, those that choose joy, etc.
Brand Personality Tenets & Meanings	Boldness - break the news, break it down for ease   empowerment - make it conceptually simple, and frictionless   encouragement - see consumers and customers as already having their desires and needs met. they are whole   honesty - even at my own detriment, my word is my bond
Brand Story	reirbreed is the servant-champion of the small business owner, and non-profit founder. reirbreed communicates brand personality through introducing innovation to those we serve, and ways to enact it, simply and quickly.
Effects of Brand on Customer	my goal is that all business owners that are served through my work feel more encouraged and capable to evolutionize their own businesses and posture their companies to be best-prepared for the digital future.
Brand Values	Personal Health & Family First - To have healthy business, there must be a healthy body. Business-owners often put their businesses first. I encourage my audiences to prioritize self-care. Integrity & authenticity - I'm keeping it 100% real. No fear, No over-inflation. Just realness. Evolution - I embrace flexibility and adaption. I learn and teach so that we all grow.
Best Platforms & Platform Personalities	LinkedIn - Business to business relationship building. Whitepapers, Audio Events, and Case studies. Facebook - Long-form content spotlight and community development YouTube - Long-form video educational content, and community development Instagram - Images and Pictures of client work, client results, etc.
Fonts & Brand Color Palette	titles /headlines - andale mono - always sans serif body - ernestine pro - usually classic serif natural colors - sand, sea, sun, sky colors   maybe include hex colors
Logo Explanaton & Usage  Imagery & Video Standards	the reirmedia logo is 2 gold polygons with a 3d effect company name text, centered in the polygons. the logo is represnetative of the balanced educational light I'm shining on other owners through marketing development and teaching marketing skillsets. imagery and video is bright, saturated, and always has a cohesive color story. hasn't been that way in the past.
Voice Anomalies - Punctuation, Unique Terminology	the r e i r m e d i a voice is meant to reflect my true personal voice, with more polish, and less subject-matter coverage. this does mean that I'm not going to code-switch, or mask my culture, or me. this may mean that I communicate properly or in ebonics. whichever it is, I'll still be sure that everyone can understand the taught principles.

r e i r m e d i a

by T. Alford



# brand persona guidelines build

<b>Brand Name Showcase</b>	
<b>Brand Personality Tenets &amp; Meanings</b>	
<b>Brand Story</b>	
<b>Effects of Brand on Customer</b>	
<b>Brand Values</b>	
<b>Best Platforms &amp; Platform Personalities</b>	
<b>Fonts &amp; Brand Color Palette</b>	
<b>Logo Explanation &amp; Usage</b>  <b>Imagery &amp; Video Standards</b>	
<b>Voice Anomalies - Punctuation, Unique Terminology</b>	

# brand persona analysis example

<b>Current Brand Data Sources</b>	Google Analytics, Squarespace Analytics, Meta Business Suite, Mailchimp Information
<b>Brand Persona Roll-Out</b>	Gradual. One platform at a time, per week, for gradual scale and gradual reach increase. Each platform will have a three month trial period.
<b>Roll-out Platforms &amp; Content Strategy</b>	<ul style="list-style-type: none"> <li>- Facebook: One Month Calendar - Daily Stories (x6), Daily Posts (x1), Live 1x per week</li> <li>- LinkedIn: Two week calendar, Weekly Posts (5x) Event 1x per two weeks</li> <li>- Instagram: “ Facebook</li> <li>- YouTube: 2x per week video, 3x per week shorts</li> <li>- Owned media: 2x long form content/week to be broken down</li> </ul>
<b>1st Week FB + IG Results</b>	<b>1 WEEK RESULTS: FB + IG</b> <b>REACH   IMPRESSIONS:</b> <b>LIKES:</b> <b>ENGAGEMENT:</b>
<b>2nd Week LinkedIn Results</b>	<b>1 WEEK RESULTS: LinkedIn</b> <b>REACH   IMPRESSIONS:</b> <b>LIKES:</b> <b>ENGAGEMENT:</b>
<b>3rd Week YouTube Results</b>	<b>1 WEEK RESULTS: YouTube</b> <b>REACH   IMPRESSIONS:</b> <b>LIKES:</b> <b>ENGAGEMENT:</b>
<b>4th Week Owned Media Results</b>	<b>1 WEEK RESULTS: Owned Media</b> <b>REACH   IMPRESSIONS:</b> <b>LIKES:</b> <b>ENGAGEMENT:</b>
<b>1st Week All Systems Go Results</b>	<b>1 WEEK RESULTS: All Systems Go</b> <b>REACH   IMPRESSIONS:</b> <b>LIKES:</b> <b>ENGAGEMENT:</b>
<b>1-2-3 months All Systems Go Results</b>	<b>1-2-3 months All Systems Go</b> <b>REACH   IMPRESSIONS:</b> <b>LIKES:</b> <b>ENGAGEMENT:</b>

# brand persona results analysis

<b>Current Brand Data Sources</b>	
<b>Brand Persona Roll-Out</b>	
<b>Roll-out Platforms &amp; Content Strategy</b>	
<b>1st Week Platform 1 Results</b>	<b>1 WEEK RESULTS: Platform 1</b> <b>REACH   IMPRESSIONS:</b> <b>LIKES:</b> <b>ENGAGEMENT:</b>
<b>2nd Week Platform 2 Results</b>	<b>1 WEEK RESULTS: Platform 2</b> <b>REACH   IMPRESSIONS:</b> <b>LIKES:</b> <b>ENGAGEMENT:</b>
<b>3rd Week Platform 3 Results</b>	<b>1 WEEK RESULTS: Platform 3</b> <b>REACH   IMPRESSIONS:</b> <b>LIKES:</b> <b>ENGAGEMENT:</b>
<b>4th Week Owned Media Results</b>	<b>1 WEEK RESULTS: Owned Media</b> <b>REACH   IMPRESSIONS:</b> <b>LIKES:</b> <b>ENGAGEMENT:</b>
<b>1st Week All Systems Go Results</b>	<b>1 WEEK RESULTS: All Systems Go</b> <b>REACH   IMPRESSIONS:</b> <b>LIKES:</b> <b>ENGAGEMENT:</b>
<b>1-2-3 months All Systems Go Results</b>	<b>1-2-3 months All Systems Go</b> <b>REACH   IMPRESSIONS:</b> <b>LIKES:</b> <b>ENGAGEMENT:</b>

notes:

r e i r m e d i a  
by T. Alford





notes:

r e i r m e d i a  
by T. Alford



# brand persona support sheet

<b>Client Problem &amp; Brand's Solution</b>	What customer problem does your product solve?
<b>Brand Vision Ultimate Brand Goal</b>	Where is the brand going? When? What will your brand ultimately achieve for society?
<b>Brand Mission Brand Purpose</b>	What do you do? Who do you do it for? How do you do it? What does this achieve in the world?
<b>Brand DNA Three words that holistically encapsulate brand</b>	HOOK - rational product feature to emotional benefit RELEVANCE - most publicly noted feature of product REASON TO BELIEVE - product differentiator
<b>Full Consumer Demographics &amp; Market Size (\$ and growth or stage)</b>	Largest Segment:  Smallest Segment:
<b>Ideal Consumer Focus</b>	Who is your brand's ideal customer? What does the market of your ideal customers look like?
<b>Ideal Consumer Behaviors</b>	How does your ideal consumer interact with your brand?
<b>Brand Voice &amp; Visuals</b>	What energy do your consumers get from your public communications? ALSO: What does your company need to be to best relate to your consumer? What will your customers see when they see your brand? Is there a format of imagery that will define your brand?
<b>Aligned Subject Matter Coverage &amp; Non-Starters</b>	What topics does your brand cover? What topics does your brand ABSOLUTELY NEVER cover?

# persona guidelines example

Brand Name Showcase (RAY-EER-BREED)	reirbreed comes from reirse meaning, 'to laugh,' in Spanish. breed has the meaning type, species, family, category, variety, style, etc. to me, it has the meaning of the lovers of life, those that choose joy, etc.
Brand Personality Tenets & Meanings	Boldness - break the news, break it down for ease   empowerment - make it conceptually simple, and frictionless   encouragement - see consumers and customers as already having their desires and needs met. they are whole   honesty - even at my own detriment, my word is my bond
Brand Story	reirbreed is the servant-champion of the small business owner, and non-profit founder. reirbreed communicates brand personality through introducing innovation to those we serve, and ways to enact it, simply and quickly.
Effects of Brand on Customer	my goal is that all business owners that are served through my work feel more encouraged and capable to evolutionize their own businesses and posture their companies to be best-prepared for the digital future.
Brand Values	Personal Health & Family First - To have healthy business, there must be a healthy body. Business-owners often put their businesses first. I encourage my audiences to prioritize self-care. Integrity & authenticity - I'm keeping it 100% real. No fear, No over-inflation. Just realness. Evolution - I embrace flexibility and adaption. I learn and teach so that we all grow.
Best Platforms & Platform Personalities	LinkedIn - Business to business relationship building. Whitepapers, Audio Events, and Case studies. Facebook - Long-form content spotlight and community development YouTube - Long-form video educational content, and community development Instagram - Images and Pictures of client work, client results, etc.
Fonts & Brand Color Palette	titles /headlines - andale mono - always sans serif body - ernestine pro - usually classic serif natural colors - sand, sea, sun, sky colors   maybe include hex colors
Logo Explanaton & Usage  Imagery & Video Standards	the reirmedia logo is 2 gold polygons with a 3d effect company name text, centered in the polygons. the logo is represnetative of the balanced educational light I'm shining on other owners through marketing development and teaching marketing skillsets. imagery and video is bright, saturated, and always has a cohesive color story. hasn't been that way in the past.
Voice Anomalies - Punctuation, Unique Terminology	the r e i r m e d i a voice is meant to reflect my true personal voice, with more polish, and less subject-matter coverage. this does mean that I'm not going to code-switch, or mask my culture, or me. this may mean that I communicate properly or in ebonics. whichever it is, I'll still be sure that everyone can understand the taught principles.

r e i r m e d i a

by T. Alford

