



Create Your Persona

Reach your target market, easily

The most fundamental, effective tool for all successful marketing?

It's all about understanding the typical client your business engages with – or wants to. Your brand's archetypal consumer.

How would you describe that person? How do you communicate with them? Give them what they want and need?

If you're not sure, this workshop is for you – delivering punchy and practical information you can take away and apply to your own business brand straight away.

Through this experience, the participant will be able to:

- ✓ Explore **target markets**
- ✓ Understand the concept of the **persona**
- ✓ Identify the **elements** of the persona
- ✓ **Create** a persona or personae for the organisation
- ✓ Apply the persona concept to all external **communications and marketing**
- ✓ Utilise the persona to predict **the market's wants and needs**.



This program is a half-day session, totalling 3 hours of training time



The format for this program is modified lecture with activities (workshop)



Maximum group size for this program is 12 people



Program purchase includes consultation (1-2 hours), delivery, workbook, notes, and copy of presentation



Customisation is one of the things Violeta does best. This program can be adapted to suit your needs, or combined with other elements of the catalogue



Get in touch to discuss your project and how Violeta can best help you!