



# KNOW THY KING

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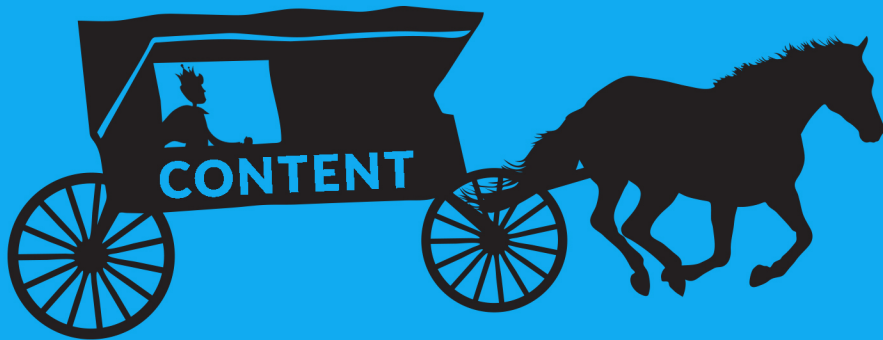
**AN INTRODUCTION TO BUYER PERSONAS  
AND HOW YOU'LL BENEFIT FROM THEM**

YOU MAY HAVE HEARD THEM SAY

**CONTENT IS  
KING**

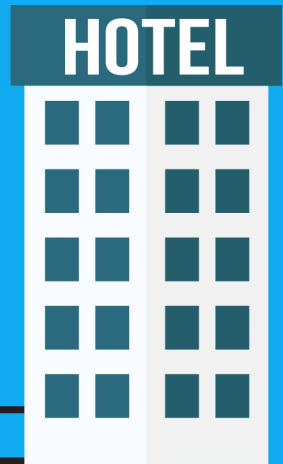


**BUT REALLY, THE CUSTOMER IS KING.  
CONTENT IS THE CARRIAGE**



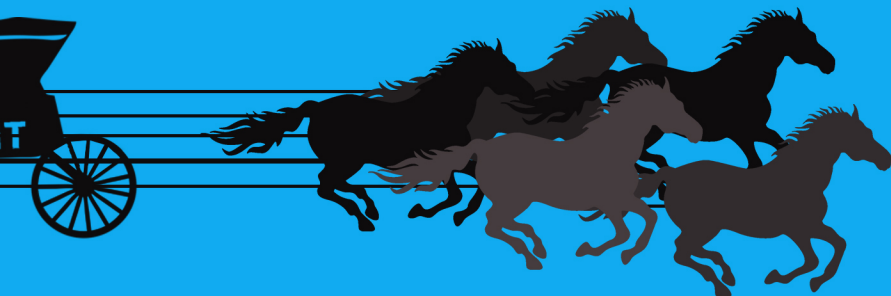
**NOW LET'S SAY THE KING IS LOOKING FOR A COUNTRYSIDE HOTEL.**

**YOUR CONTENT COULD BE THE CARRIAGE THAT WILL BRING HIM TO YOUR – AND ONLY YOUR – HOTEL.**





NOW ALL YOU HAVE TO DO  
IS EMBARK AT SPEED  
**ON THE JOURNEY...**



**BUT HOLD  
YOUR HORSES.**

**IS YOUR CONTENT GREAT ENOUGH  
TO CARRY YOUR CUSTOMER?**

**REMEMBER,**  
**HE'S KING.**



**AND THE  
GOLDEN RULE**

**IS**

**KNOW  
THY  
KING**



**HOW HE BEHAVES**  
**WHAT HE'S AIMING FOR**  
**WHAT HE CARES ABOUT**  
**WHAT HE HATES**  
**HOW HE SHOPS FOR COUNTRYSIDE HOMES**

**IN THE CONTENT CREATION TRADE,  
THESE MAKE UP A  
BUYER PERSONA.**



IT'S A FICTIONAL REPRESENTATION  
OF YOUR KING'S — YOUR CUSTOMER'S —

**BEHAVIOUR  
GOALS  
CONCERNS  
DEMOGRAPHICS.**

**IT'S AN ARCHETYPE.  
BECAUSE IN REALITY, YOUR KING IS MADE UP OF  
MANY DIFFERENT PEOPLE,  
YOUR BUYERS.**







**BUT THESE PEOPLE DO HAVE SIMILARITIES, AND  
THAT'S WHAT YOU'RE LOOKING FOR.  
NOT IDIOSYNCRASIES.**

**HENCE,  
THE ARCHETYPE AS  
FICTIONAL CHARACTER.**

# YOU GLEAN TRENDS AND YOUR BUYERS' SIMILARITIES THROUGH



**INTERVIEWS**



**SURVEYS**



**RESEARCH**



**OBSERVATION**



**FORMS**



**YOU GATHER DATA BY LISTENING  
TO THE PEOPLE WHO INTERACT  
WITH YOUR KING: SALES REPS,  
CUSTOMER SERVICE REPS.**

**YOU MAY HAVE**

**1, 2, OR EVEN 8**

**BUYER PERSONAS —  
AS MANY AS YOU NEED.**

THEN YOU  
WRITE THEM DOWN  
AND ADD PHOTOS.  
IT LOOKS SOMETHING  
LIKE THIS.



## RUNNER RIA

### Internal Notes

#### Roles

Professional track-and-field athlete competing statewide

#### Goals

To qualify in a nationwide competition within the next 6 months; to increase running speed

#### Challenges

Ria has been competing in statewide competitions for three years now but has failed to qualify for a national competition. She would love to focus on her sport full time, but because training and gear can be expensive, she works part-time at a coffeeshop or restaurant, and trains children in the sport in the summertime.

### Demographics

#### Age

18-28

#### Income

AUD15/hour

#### Education

College diploma or higher

#### Location

urban

### Story

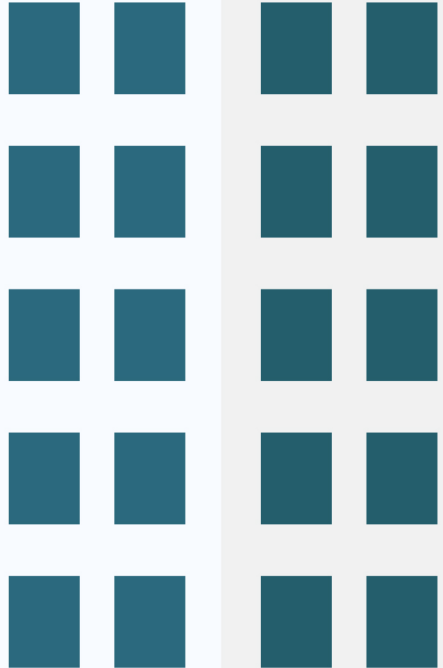
Ria aspires to compete as a track-and-field runner at the national and international level. However, she has not yet achieved her goals and believes one hindrance is her lack of time and focus on her training. To be able to afford training and running gear, she works part-time at a coffeeshop or restaurant, or as a trainer of young athletes. She has learned through experience that low-priced running gear tend to be low-quality, so she purchases mid-priced -- and, once in a while, expensive -- running gear.

Ria likes to look at sports magazines and follows the social media accounts of the top runners in her country and in the world. She also scans online stores selling running gear and is always on the lookout for a good sale. As part of her athletic lifestyle, Ria eats and drinks healthy.

**WHAT GOOD DOES  
IT DO YOU TO KNOW  
YOUR CUSTOMER,  
YOUR KING,  
SO PERSONALLY?**

# HOTEL

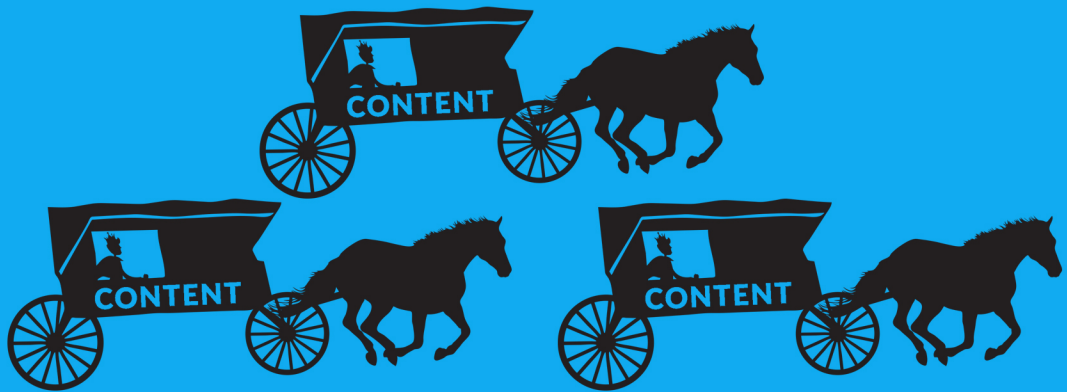
**KNOWING WILL TELL YOU:  
WHY HE'D WANT A  
COUNTRYSIDE HOTEL  
HOW HE LIKES HIS  
HOTEL ROOMS  
WHERE HE MIGHT PASS BY  
ON THE WAY THERE**





HOW MUCH HIS ADVISORS  
OR FAMILY OR PEOPLE **INFLUENCE HIM**  
**WHAT HE LIKES TO DO ON THE JOURNEY**  
**WHAT HE DOESN'T LIKE TO DO ON THE JOURNEY.**

**BECAUSE TRUTH IS, YOUR KING  
ISN'T JUST GOING TO JUMP ONTO  
YOUR CARRIAGE JUST BECAUSE IT  
SCREAMS CONTENT. MANY  
OTHERS VYE FOR HIS ATTENTION.**



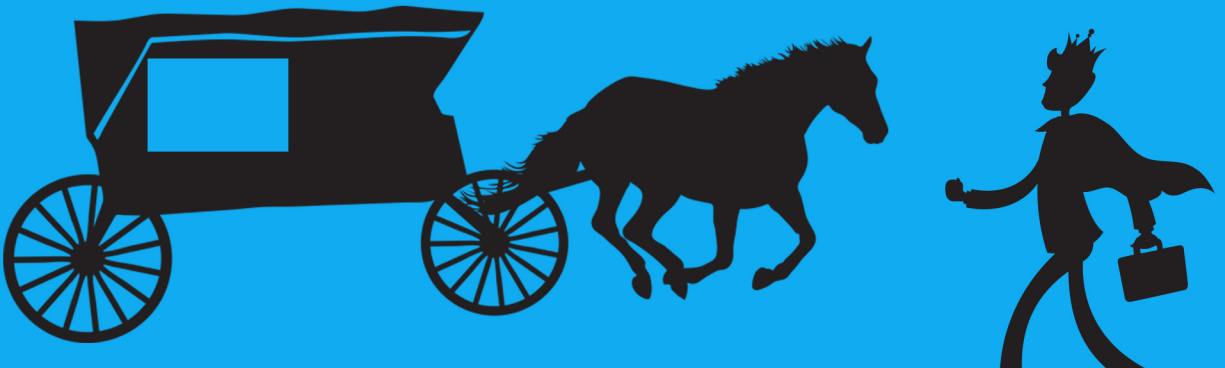
**HIS TIME IS LIMITED.**  
**HIS GATEKEEPERS, MANY.**

**BUT IF YOU KNOW HIS HABITS —  
LIKE WHAT TIME HE'S  
LEAST OCCUPIED,  
WHAT HELPS HIM  
RELAX,**

**IN WHAT LANGUAGE  
HE LIKES HIS CONVERSATIONS,  
WHAT HE'D LIKE TO LEARN  
AND BE BETTER AT —**

CHANCES ARE,  
HE'LL BE **CURIOUS ENOUGH**  
ABOUT YOUR CARRIAGE  
TO **LOWER SOME DEFENCES.**

**HE'LL STEP CLOSER  
KNOW YOUR NAME  
REMEMBER YOU  
LEARN ABOUT YOUR HOTEL**



**AND JOURNEY WITH YOU  
BECAUSE YOU KNEW JUST  
WHAT HE NEEDED  
AND HOW TO DELIVER IT.**

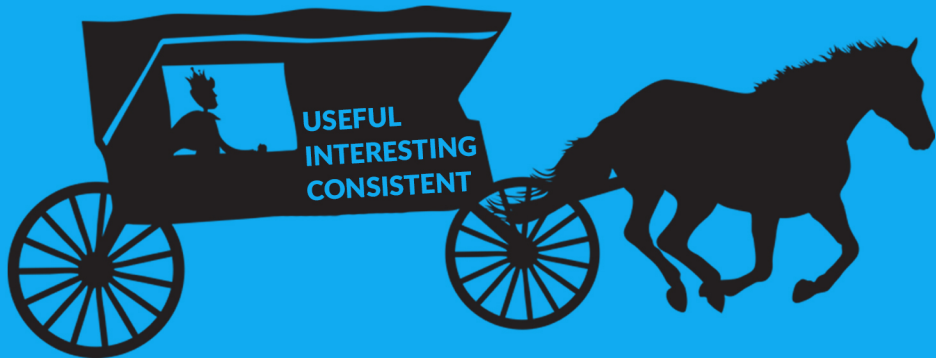




**AND ONCE HE'S ONBOARD,  
DON'T LOSE HIM.**

# MAKE SURE YOUR CARRIAGE — YOUR CONTENT — IS SOLID:

- **USEFUL**
- **INTERESTING**
- **CONSISTENT**



A silhouette of a person in a wheelchair is positioned at the top of a white path that curves from the bottom center towards a horizon line. The path is set against a bright blue background that represents the sky. In the upper left corner, there is a large, solid yellow circle representing the sun. The overall scene is minimalist and symbolic, suggesting a journey or a path forward.

**SO THAT YOU AND  
YOUR KING CAN TAKE  
MANY HAPPY  
JOURNEYS AHEAD.**