

## How to Build Your Investor Personas

A persona is a representation of your ideal client, and is invaluable in targeting segments within your prospect base. You can use the persona to service your clients' personal needs, or market to investors who could benefit most from your products and services. Use this template to create investor personas using the data from your book of business. The list of demographics and psychographics in the left-hand column will get you started. You may want to include others unique to your firm. Use the column on the right to begin identifying what your ideal client looks like. Once you've built the persona, give them a name and summarize their characteristics in the chart provided. A clear, narrowly drawn persona will become a valuable fixture in your marketing toolbox.

### 1 Let's start with the basics – Demographics

Age

Gender

Marital status

Education level

Profession

Employer

Total investable assets

### 2 Motivations

What are their primary challenges (e.g., putting kids through college, caring for an aging parent, underfunded for retirement)?

What does financial security look like to them?

Is it easy for them to make decisions?

Are they interested in details or just basic facts?

### 3 Financial knowledge/attitude

**Are they a:**

- Validator - Seeks advice and validation from experts, but still wants to make their own decisions.
- Delegator - Appoints financial professionals or family members to be the expert in investments.
- Family steward - Emphasizes taking care of their family, but has little knowledge about investing.
- Maven - Considers themselves to be an investing expert and passes along their knowledge.

What is their general attitude toward investing (e.g., long- or short-term results, focus on specific goals/needs)?

Where do they get financial information (e.g., family, friends, television/radio)?

What is their general demeanor toward their advisor (e.g., collaborative or bothered about their time)?

### 4 Community/personal

How do they spend their time?

Whom do they like to spend their time with?

Do they belong to any social clubs or groups?

Do they have any hobbies?

## 5 Communication preferences

How often do they want to communicate?

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What is their preferred method of communication (e.g., email, text, phone, videoconference)?

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What technology device do they use most prominently (e.g., phone, tablet, computer)?

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How often would they like to meet in person?

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Do they see technology as a help or hindrance?

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Do they enjoy catching up and engaging in relationship conversation, or do they want to get down to business right away?

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## 6 Implications

For planning

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For service

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For marketing

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In summary: Your ideal client persona

Persona name	
Age	
Gender	
Marital status	
Education level	
Profession	
Employer	
Total investable assets	
Motivations	
Financial knowledge/ Attitudes	
Community/Personal	
Communication preferences	
In their own words...	
Implications for planning	
Implications for service	
Implications for marketing	