



“WHY THEY BUY” DEEP DIVE



THE KEY TO ATTRACTING, ENGAGING
AND DELIGHTING CUSTOMERS

Ads. Landing pages. SEO. Web content. Social media. Emails.
Newsletters.

If they're each a piece of your digital marketing puzzle, then the "edge pieces" are your buyer persona.

Building your ideal customer profile begins with understanding why your ideal customer buys, or doesn't.

Answer the following questions so you can begin building a compelling case that overcomes objections, gains trust and nurtures customer's through their entire buyer's journey.

About Donovan
Certified Digital Marketing Expert
Copywriter

Donovan is an author, podcast host, copywriter and award-winning public speaker with more than twenty years of experience in online sales and web marketing.

Past clients have included OralB, Siemens, Roche, SFOpera, California Academy of Sciences, Speechify, [Retention.com](https://www.retention.com) and [Modivcare.com](https://www.modivcare.com).

Contact me if you want help building your following, increasing conversions and closing more sales.

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CUSTOMER RESEARCH AND ANALYSIS FRAMEWORK

Answer these questions and deep dive into your buyer's mind so your messaging hits its mark.

Describe your ideal customer profile's age, gender, education level, and geographic location.

- Is there a common occupation of your best customers?

- What product/service do you offer?

- How much does it cost?

- Is your product or service a commodity people purchase based primarily on price?

- How long does it take customers to buy your product or service? Please explain if it is simple or complex. For example, can they buy it online, or is it a big ticket item with a complex buying process?

- Is this a health, wealth, or lifestyle solution?

- How fast do you get results?

- What problems does your product/service solve or prevent? Provide surprising or unusual use cases if possible.

- How aware is your customer of their problem?

- How aware are they of specific solutions to the problem?

- What fears wake your customers up at night?



What are their biggest emotional pain points that you are trying to solve?

Who are the top three competitors in your market space? Please also provide URLs.

Do you have other relevant URLs that provide useful information?

Do you have a unique selling proposition? I.e. a special system, mechanism, or other competitive advantages your competition doesn't have?

In the minds of your customer, what differentiates you from the competition?

What do you do better than anybody? What needs improvement?

Please list the most common objections to purchasing your service. List at least 5-10, even the ones that are seemingly small and meaningless, as customers are easily hung up on small details.

Please list any media stories related to your product.

What are the most popular books, or social media sources, your audience reads that is related to your product?

What are the special phrases or buzzwords that people use to describe their problems? Please provide their exact words if possible.

What offers have you or your competition tried that have failed?

Which offers got the best results and why?

How does your solution help customers live their dream life?



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- What results do your customers want from you? Explain their pain and hopes for a better life.

 - What are your customer's favorite hobbies or past times?

 - Do your best customers get prestige or status when they purchase your product/service?

 - What are the top frustration or pain customers experience without your solution?

 - What is the most pressing problem, fear, or pain they will pay money to make go away?

 - How urgently do customers want a solution to this problem? What time frame do they want it in?

 - What do your customers complain or worry about most?

 - Are there other motivating factors like revenge, or a desire to prove experts wrong?

