

A PRACTICAL GUIDE TO BUILDING EFFECTIVE

CUSTOMER PERSONAS



INTRODUCTION



*Hi there,
I'm Wealthy Schola, host of Wealth Waves.*

If there's one secret to building wealth and running a thriving business, it's this: **your customer comes first.**

Many entrepreneurs make the mistake of chasing trends or copying competitors, but real success comes from deeply understanding who you serve. That's where **customer personas come in.**

This short guide will help you:

- Understand what a customer persona is
- Learn why it matters for your business
- Discover how to research and create one
- See real-world examples across industries
- Use ready-to-fill templates for your business



Let's dive in.



WHAT IS A CUSTOMER PERSONA?



A customer persona (sometimes called a buyer persona) is a fictional but realistic profile of your ideal customer.

Think of it as giving your dream customer a name, a face, and a story, based on research, not guesswork.

Key Elements of a Persona:

- **Demographics:** age, gender, education, income, location
- **Behaviors:** buying patterns, decision-making style
- **Goals & Motivations:** what drives them, what they value most
- **Pain Points:** the problems they need solved
- **Preferred Channels:** where they spend time online or offline



Persona vs. Target Market:

- **Target Market:** "Women aged 25–40 in Lagos with middle income."
- **Customer Persona:** "Tosin, 32, a Lagos-based working mum earning ₦350k/month, who struggles to balance fitness with her busy lifestyle and prefers Instagram for discovering products."



Personas make your customers **feel human, not just numbers.**



WHY CUSTOMER PERSONAS ARE NECESSARY

So, why does this matter?



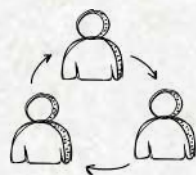
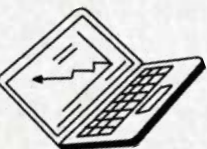
♥ Benefits of Using Personas:

- **Clear Messaging:** Speak directly to your customer's needs.
- **Better Products/Services:** Design solutions people truly want.
- **Smart Marketing Spend:** Avoid wasting money targeting the wrong people.
- **Stronger Loyalty:** Customers feel seen and understood.

Example:

A local bakery in Abuja shifted its ads from "cakes for everyone" to focusing on "mums planning birthdays." Sales grew by 40% in six months because they spoke directly to the right customer.

When you know who you're serving, everything in business becomes easier.



HOW TO RESEARCH YOUR CUSTOMER PERSONA

You don't have to guess. Use data and observation.



4 Ways to Research Personas:

1. Check Your Data

- Review sales records, website analytics, and customer databases.
- Look for patterns: Who buys most often? What do they spend on?

2. Ask Your Customers

- Use surveys, feedback forms, and short interviews.
- **Example questions:**
 - "What made you choose us?"
 - "What's your biggest challenge right now?"

3. Observe Behavior Online

- Monitor social media comments, online reviews, and community forums.
- Notice what customers complain about or celebrate.

4. Study Competitors & Industry Reports

- Who are they targeting?
- What gaps can you fill?



HOW TO CREATE A CUSTOMER PERSONA

Now, let's build one.

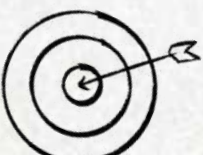


Step-by-Step Process:

1. **Name & Face** - Give your persona a name and imagine their profile photo.
2. **Demographics** - Age, gender, education, income, location.
3. **Lifestyle & Values** - Hobbies, goals, priorities.
4. **Pain Points** - What frustrates them? What are they struggling with?
5. **Buying Behavior** - Where do they shop? How do they decide?
6. **Preferred Channels** - Do they prefer Instagram, WhatsApp, or offline?

Quick Checklist:

- Is this persona based on real data?
- Does it capture motivations and fears?
- Can my product/service clearly solve their problem?



PERSONA EXAMPLES BY INDUSTRY



Example 1 – Fashion Entrepreneur

- Name: Amaka, 27
- Lives in Lagos, mid-income, works in corporate.
- Loves stylish but affordable outfits.
- Struggles with fast delivery and finding trusted sellers.
- Shops mainly via Instagram.



Example 2 – Tech Startup (B2B SaaS)

- Name: Tunde, 41
- SME owner in Abuja.
- Needs affordable, easy-to-use accounting software.
- Frustrated with complex systems.
- Prefers webinars and LinkedIn.

Example 3 – Health & Wellness Coach



- Name: Fatima, 35
- Busy working mother of 2.
- Wants quick fitness routines she can do at home.
- Biggest pain: time management and motivation.
- Looks for solutions on YouTube and WhatsApp groups.



CUSTOMER PERSONA TEMPLATE

Here's a simple fill-in-the-blank worksheet:



Customer Persona – [Name]

- **Age:**

- **Gender:**

- **Location:**

- **Income/Education:**

- **Lifestyle & Hobbies:**

- **Goals & Motivations:**

- **Pain Points/Challenges:**

- **Buying Behavior:**

- **Preferred Channels:**

👉 Use this to create at least 2-3 personas for your business.



FINAL THOUGHTS



At the heart of every thriving business is a clear understanding of the people it serves.

When you know your customers' stories, challenges, and dreams, you're no longer selling, you're **serving**.

So, start small. Build your first persona today. Test your offers, refine your approach, and watch how your business transforms.

💡 Remember: **Customers first, always.**

With love and success,
— **Wealthy Schola**



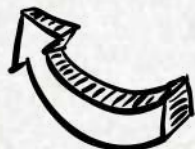
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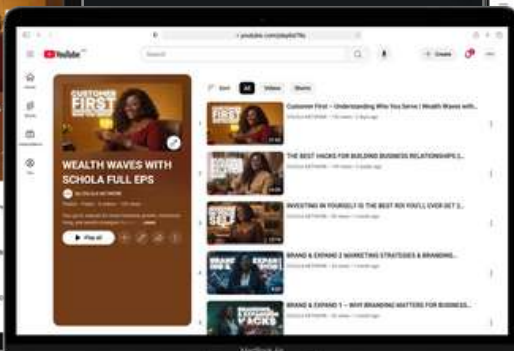
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