

HOW TO CREATE BUYER PERSONAS FOR YOUR ACCOUNTING FIRM

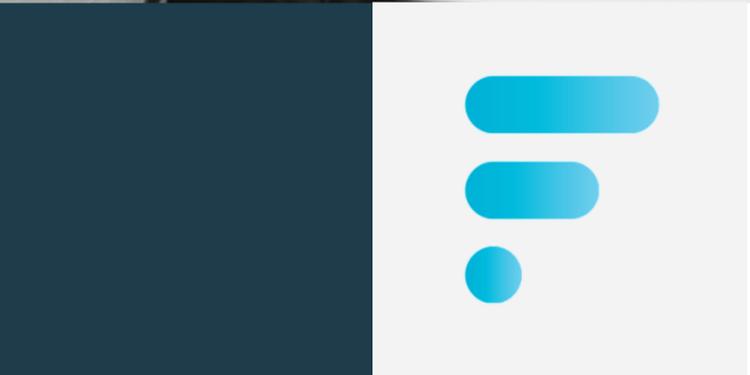


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Niche'd Accounting Firms Win

Creating your ideal client persona may seem like a simple exercise, but it can literally be the difference in struggling vs thriving.

WHY?

Because the key to success in accounting is differentiation. Technology has made it imperative that you provide value to your clients.

That value comes from unique expertise. and unique expertise comes from defining a very specific niche.



Why Create an Ideal Client Persona?

Your ideal client persona will drive everything in your marketing, sales, and client services.

Your value as an accounting firm comes from providing a specific result for a specific audience.

Until you define who that audience is, you won't be able to clearly articulate that value.

→ But when you do - everything clicks. Marketing gets easier. Leadership gets easier. Growing your team gets easier. Serving your clients gets easier.





Why Is the Ideal Client Persona a Big Deal?

How does everything get easier? When you are clear on who you serve, you can actually start to create a repeatable process.

If you serve a restaurant niche:

There are a few very specific reports that are important to them.

There are a few very specific pains important to them.

There are a few very specific technology tools important to them.

These nuances are where you can find real value for clients. And you can create processes for doing these critical tasks very well / and build your marketing message around those results.

How to Use Your Ideal Client Personas

Here are  areas your ideal client persona will make a huge difference:

Hiring

You can build a team more easily when you communicate who you serve!

Processes

You can create repeatable systems when you work in the same tech, and provide the same set of deliverables

Marketing

You can stand out in SEO, content creation, partnerships, and conversions by having a specific message



How Do You Create Your Ideal Client Persona?



- Buyer personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers, prospects, and those outside of your contact database who might align with your target audience.
- We're going to walk through this exercise, and the best way to know is to think about your current clients.
- Who are your happiest clients? Why do they like you? Why do you like working with them?
- As a Bonus, you can interview customers either in person or over the phone to discover what they like about service. *Don't make assumptions - we're often surprised to hear the real reasons.



Let's Get Started



CONSIDER YOUR UNIQUE EXPERTISE

Either in experience, technology knowledge, or industry knowledge. And talk to your staff to get their opinions.

Not all companies are created equal. Do you work with SBMs or high growth companies? A few things to think about are: Employee headcount (2-5, 6-20, 21-50, etc.) or Annual Revenue (\$100k to \$500k, \$500k to \$2M, \$2M to \$10M)

SIZE MATTERS

SPEAK TO A PERSON

Speak to a person: Remember these are personas. This is a challenge in B2B - where we often think of selling to a business. Yes, you have business clients, but your ideal client is a person within that company. Is it the CEO? Is it a COO / CFO in a bigger company? Know who that person is so you can get very specific about their problems and what they are dealing with day-to-day.





**IDEAL BUSINESS
BACKGROUND**

1

Industry, tech tools used, location
(metro/rural?)

**BUSINESS
CHARACTERISTICS**

2

How many employees?
How much annual revenue?
Growth or steady?
How long have they been around?

BUSINESS ECOSYSTEM

3

What websites do they visit?
What podcasts do they listen to?
What industry leaders are they following on
social?

THE PERSONA

4

Age, role, focus area, demeanor



THEIR FOCUS

What is their main goal?
Where do they want the business to go?

5

CHALLENGES AND FRUSTRATIONS

What problems are they dealing with?
What is the results of those problems?
Why is it painful?
Be as specific as possible

6

HOW CAN WE HELP?

What problem do you solve?
How do you solve it?
What is the end result of that solution?

7



IN THEIR WORDS

8

What does your ideal client say about you?

You can think of hypotheticals if possible - the goal is to put yourself in their shoes when thinking about your accounting solution

SIMPLIFY THE MESSAGE

9

Fill in the blanks:

We help (ideal client) to solve (this horrible problem) by (providing specific solution) because (we are the experts in this space)



COMMUNICATING VALUE

10

What specific problem do you solve?

Provide a bullet list of 3 benefits from working with your firm

START YOUR CONTENT MARKETING PLAN:

11

Content marketing works because you are helping your ideal client.

What are three article titles you could write that your ideal client would want to read?

Need Help With Marketing?

Full Stadium Marketing specializes in helping accounting firms grow.

If you need help defining your persona, crafting a message, or getting that message in front of your ideal client - we'd love to help.

Learn more at
www.fullstadium.co

