



# HOW TO BECOME AN ATTRACTION BUSINESS WITH DIGITAL MARKETING

Part #1: Identifying your ideal buyer with  
the **Buyer Persona Template**



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#1 bestseller) and co-founder of **Bluewire Media***



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This is a transcript of the video training you can watch at:

<http://www.bluewiremedia.com.au/attraction-business-buyer-persona-template>

## WELCOME



In today's video and this series of videos, I'm going to show you how you can become an attraction business using digital marketing. This means you'll attract more traffic, leads, opportunities and clients into your business so that you don't need to rely on chasing business all the time. First, welcome to the beautiful Bondi Beach in Sydney, Australia, which is where I choose to call home.

As you can see, it's a beautiful morning nice and early and very often you'll find me down here going for a surf or maybe going for a swim. If you don't know me yet, my name is Adam Franklin and I'm the co-author of the book **Web Marketing That Works**, which was an Amazon number one bestseller, and I'm also the co-founder of **Bluewire Media**, a marketing education firm.

I did both of these things with Toby Jenkins who's been my mate since grade one, and even after a decade in business together we're still mates to this day. I'm also a professional speaker and trainer, and every year I get to teach thousands of people how to use digital marketing and social media to become an attraction business.



## THIS IS FOR YOU

**This training is perfect for you if you are a:**

- Digital Marketing Consultant
- Business Owner
- Entrepreneur
- Mortgage Broker
- Financial Advisor
- Stock Broker
- Real Estate Agent
- Trainer/Coach

I'm excited because I'm about to show you exactly what you need to do, and I've seen first hand the transformation from being a chasing business to being an attraction business. This training is perfect for you if you're a digital marketing consultant, like I used to be for many years, whether you're a business owner, entrepreneur or in professional services.

Maybe you're a mortgage broker, financial advisor, stock broker, real estate agent, trainer or coach. This training is also perfect for you if you love what you do and you just wish your marketing was getting a little bit more traction and producing more clients, leads and revenue.

What I'm about to teach isn't designed to drag you away from what you do best and from what brings in your revenue. Rather, it's designed to complement, enhance and amplify the great work that you're already doing. I'm going to show you how you can build a web marketing asset that compounds in value and continues to pay dividends over a long period of time. This way you'll be able to attract more of your ideal buyers, they'll value what you do and you'll be able to do more of your best work.

I know the pain of being a chasing business. When Toby and I started **Bluewire Media** back in 2005, we were complete newbies and we were total non-techies and to this day we're still non-techies so certainly don't let fear of not being a programmer hold you back.

However, we were passionate about business, we were passionate about learning and we were passionate about online marketing. Even whilst we knew there would be a steep learning curve, we went all in and gave it a crack.

Prior to starting our business, if you don't know us yet, Toby was a pro water polo player in Barcelona playing in the Spanish League, and then he made the Olympic



team and played water polo for Australia in Athens. At the same time, in my early 20s I was backpacking around the world doing whatever odd jobs I could find to keep the dream alive.

When Toby got named in the Olympic team, I booked my ticket to go and cheer him on, face paint, long hair and all. In fact, there's even a moustache in there if you zoom in close enough.

Shortly after we returned to Australia, Tobes and I decided we should start a business and I got a haircut. Back in those early days, we were pounding the pavement in the Australian summer heat in Brisbane and knocking on doors asking if people wanted a website, which is what we sold back in those days.

We got rejected every single time and then we decided to try cold calling so at least we were in the shade. Nevertheless, it still didn't work very well and it certainly

wasn't our idea of fun.

It was only when we turned to a place of generosity and delivered value first that we got our first sale and began to get traction. It was a revelation for us coming from a place of generosity, and to this day our philosophy hasn't changed.

We published a really useful template to the Internet. It was called our **Web Strategy Planning Template**, and I'll teach you more about that in lesson two, but what happened was that it really accelerated the traction we got. People knew who we were before we met them in meetings. Leads came flooding in and opportunities and clients came to us, not the other way around.

The good news is I'm going to show you how to do that today. Our blog was named Australia's number one business blog, we were approached to publish a book which became an Amazon number one bestseller and more and more people kept asking us and paying us to teach them digital marketing and social media at companies and conferences around the world.

Part of the appeal of having an attraction business is that you get to work with clients you want to who value what you do and who pay you on time. Another really good part of having an attraction business is that you've got the choice to spend time with friends and loved ones if you want. Toby has got a beautiful young family on the Gold Coast in Queensland, and I'm down here in Bondi and you've got the opportunity to come down to the beach and go for a surf or go for a swim, maybe go for a run along the sand. You've got the choice when you've got an attraction business. Or maybe you might choose to double down on your leads, close more deals and grow your business faster. It's totally up to you but you have got that choice.

Of course, a lot has changed in the last 10 years and the world has been disrupted by technology and social media. You may know people who have gone out of business or have been made redundant. I know many of my friends and peers' businesses haven't survived the last five or 10 years. That can be scary, but it can also be an opportunity.

The fact is we need to adapt and we need to embrace change. If you're still marketing the way you did five or 10 years ago, that might be a very dangerous thing. Digital disruption isn't going away, but we can certainly use it to our advantage.

In the upcoming lesson, I'm about to teach you how you can harness technology and digital marketing so that you can become an attraction business. This means you won't need to rely on being a chasing business all the time. I'm going to teach you the three things that are super important yet many people actually overlook. Let's head over to the studio for the very first lesson.

# HOW TO BECOME AN ATTRACTION BUSINESS



Welcome to the studio for the first lesson on how you can become an attraction business and not be a chasing business. It all comes down to your digital marketing. The first part of this lesson is to think carefully about your ideal buyer.

Firstly, have you caught an Uber in the last week? Have you ever booked a holiday or accommodation on Airbnb? How about watched some videos on Netflix? They're just three examples of industries that have been disrupted over the last five years.

Have you taken a photograph on Instagram? I know I certainly have. If you think about it, these are companies which didn't exist five years ago and which have

completely transformed the way we live. How does this apply to you and your business? As you can see, all around us industries are getting disrupted all the time. None of our industries is safe.

The only thing that we can do other than whinge and hope it goes away, which it won't, is to prepare ourselves by building a digital marketing asset by becoming an attraction business so that we can actually survive and thrive over the next five to 10

years. And the good news is that going from a chasing business to an attraction business is much easier than you think.

Earlier I told you that there were three things which were super critical to getting started on the right foot. Most marketers and business owners often overlook this fact; but once you get this right, everything else will start to fall into place.

## BUYER PERSONA

I want you to think about your ideal buyer. We often call this a buyer persona. Sometimes people call it an avatar. We're talking about the same thing. Think about your ideal buyer. The reason we want to do this is because everything that we do with our digital marketing, everything that we do to become an attraction business revolves around being super clear on who our ideal buyer is.

## BUYER PERSONA CHECKLIST



The three things that we need to do are: firstly we need to define our ideal buyer, secondly we need to document our ideal buyer and thirdly, we need to actually think

about how we can help them solve their problem and help them achieve some sort of goal or aspiration. It's these three things that we need to be crystal clear on at the start because then what I teach you in subsequent videos and what you do further down the track with your digital marketing is all going to fall into place because we're really crystal clear from the start.

I've brought a template to help you define and document your ideal buyer. It's called the **Buyer Persona Template**. *Go ahead and download it.* It's free to download off the page here. What you'll notice on it is that there's a section to put in a name and a section to put in a picture. Even though it's at the top of the page it's actually what we're going to come to at the very end of the lesson. It's the final piece of the puzzle because, by the end of it, we want to have a name and a picture so that we can visualise our ideal buyer or our buyer persona.

## BUYER PERSONA TEMPLATE



We have a name for this buyer persona too, because by the end of it we're going to be able to sit down to create content, sit down to create whether it's a video or a podcast or a blog article and we're writing to this one person. That's why we have a name and that's why we have a picture for the buyer persona. More on that soon.

The first thing to do is to think about your best clients. If you've been in business a while, even if it's only a few months, you will know that there are some clients who are just energising to work with, they pay on time, they value what you do and they're a joy to work with. They're the types of clients we want to be attracting into our business. It's very easy and I know, I've been there, to take on clients who aren't quite the right fit, for whatever reason, to get money in the door or to keep people busy or because you think it's going to work out in the end. Really, if we are honest with ourselves, there are certain clients who are just an absolute joy and that's why we want to define our buyer persona so we can attract more people like that.

I want you to think about the characteristics of your best clients; or if you don't have clients yet, think about what would make an ideal client, but most of you are going to have clients already. What role are they in? What is the common characteristic amongst them? I want you just to jot down some ideas, it can be rough to start with, but describe this person, what makes them a joy to work with, what are the common traits with these people. Take a moment to write that down.

## BUYER PERSONA: NICOLA

As an example, at **Bluewire Media**, which is Toby's and my company, we were a marketing consultancy for many, many years and we were very clear as to who we loved to work with so we had a buyer persona called Nicola, and Nicola was a corporate marketing manager. She had an interested CEO and a supportive IT team, because without those two things it's very, very difficult to get any sort of digital marketing implemented within an organisation. She worked three or four days a week, had a couple of children and she trusts her friends and she trusts the blogs that she follows.

The next thing to consider for your buyer persona is what are their goals and aspirations, because this is such a big opportunity for you to help them on that journey. If you can help them, even if it's a baby step or especially if it's a baby step, then that law of reciprocity kicks in. They feel indebted to you. You've helped them so that's a very big part of this attraction business process.

Think about what they're trying to achieve. By way of an example with Nicola, our corporate marketing manager who was one of our buyer personas when we were a marketing agency, she really wanted to webify her marketing. She had a traditional marketing background and knew that world, but this whole new world of digital and social media marketing was new to her so she wanted

to make sure that she was moving with the times, she wanted to make sure that she wasn't doing things wrong and she wanted that peace of mind that she was doing stuff right.



Now I want you to think about the problems your buyer persona faces. Talk to your clients. You already do. Take note of what people say in conversations or take note of what people ask you over e-mail or survey your clients, because that way you can uncover their challenges and their problems. Again, the goal with what we're doing here is to understand our buyers so that we can help them solve their problem or achieve their goal.

The name of the game is to understand the clients so well that you're using language that they would use and you're providing solutions that they desperately want and need. By way of example, Nicola, our corporate marketing manager who was one of our buyer personas when we were a marketing agency, some of the challenges she faced were not being confident with social media, not knowing if it was a smart move into social media or a risky move, not being sure which platforms to embrace and not being sure whether the uptake around the organisation was going to happen.

There's also a whole lot of fear, particularly when it comes to social media but digital marketing in general, so she needed to be able to recruit champions

internally, she needed to be able to explain social media and digital marketing in a clear, succinct way to people within her organisation. If she could do that, she could then implement social media and digital marketing programmes and do her job.

Once we understand our buyer persona and we know their challenges and we know what their goals are and we know what language they use, then we are able to create information and publish content that helps them. It helps them achieve their goals and it helps them solve their problems. If we can do that, it is the first step towards becoming an attraction business. You see we're being generous first, we're helping people, people are going to gravitate towards you if you can help them, if you can deliver value, and the most important part of this is understanding your buyer and then thinking about how you can help them.

If you go through and document your ideal buyer, their challenges, their aspirations, then you'll have a very clear picture of that buyer persona. The next step is to come up with a name and put a picture to them so that you can see this person and visualise this person and write content or record content which helps him or her.

For us, we named our buyer persona Nicola, because at the time two of our best clients were actually called Nicola. It was very easy for us to talk about Nicola and then understand and picture her and know exactly what her challenges were so when we created templates and content and blog articles we were writing it for Nicola. Also get a picture of Nicola and use that in the template or adapt it however you see fit but then you and your team can all be on the same page when you are thinking about your buyer persona and fully understanding what he or she is all about.

That's what's coming in the next video. It's going to be the next step towards becoming an attraction business, not a chasing business, because we're going to publish information on the web that attracts these types of buyers and it's a lot easier and more simple than you think. Don't worry if you don't think you've got technical skills or lots of spare time. It really is going to be the gift that keeps on giving. You do it once and it pays off loads and loads of times further down the track. It's really exciting stuff and we're going to talk about that in the next lesson.



*My name is Adam Franklin  
and I'll see you in the next video.*

## FEEL FREE TO SHARE

If you found the Buyer Persona Template useful, please feel free to blog about it, tweet it, link to it and share it with the world!

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