

# 10 questions for your business personas



Getting B2B personas right isn't about guessing job titles or making up "Dan the Decision Maker". It's about asking the right questions to uncover genuine insights.

This checklist gives you 10 smart, open-ended questions for three different audience types — **new customers**, **lost prospects** and your **dream clients**. By using these, you'll go beyond surface-level demographics and start to understand the motivations, frustrations and expectations that really shape buying behaviour.

Think of it as your shortcut to uncovering the 'why' behind your audience decisions, the secret ingredient for building personas that actually work.



## 10 questions to build a new customer persona

**Who to ask:** anyone you've onboarded in the last three months or less, meaning they're still building their relationship with your business.



How was your onboarding process?

How is your time with us going so far?

Does this match what you expected? Why?

What factors made you choose us over competitors?

What doubts did you have before choosing us?

Were there any sticking points to your buying experience?

What prompted you to start looking for businesses like ours?

How did you first come across us?

How did we first capture your attention?

So far, would you recommend us to others? Why?

## 10 questions to build a lost customer or prospect persona

**Who to ask:** leads that have recently gone cold, contacts who have asked to unsubscribe from your marketing and customers you are offboarding.



- How long have you been considering/working with us?
- How do you feel and what do you think about us?
- What factors meant we weren't the right fit for you?
- Were there particular issues which stood out as major problems for you?
- What changes could we make to persuade you to return?
- Did our products or services not meet your expectations? Why?
- Were there any miscommunications that disrupted your journey?
- What did competitors offer that we couldn't?
- What was the final breaking point that made you decide to leave us?
- Would you consider us again in the future? Why?

## 10 questions to build a dream client persona

**Who to ask:** prospects that meet the criteria of your target audience but you might not have contacted yet, or who only have a basic knowledge of you.



- Have you heard of our business?
- Have you ever considered working with a business like ours? Why?
- What would prompt you to contact a business like ours?
- What expectations would you have of working with a business like ours?
- What criteria would you look for in a business like ours?
- Which of these criteria would be most important to you?
- Would anything deter you from working with a business like ours?
- When it comes to customer service, what's most important to you?
- How do you research new businesses you might want to work with?
- By what methods do you prefer to be contacted?



**Strong personas come from asking better questions and really listening to the answers.** If you'd like support unearthing those deeper insights and turning them into personas that drive your B2B strategy, Pod can help.

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