

The Sales-Ready Persona Worksheet

BUILD A CLIENT PROFILE THAT CONVERTS - NOT JUST ONE THAT LOOKS PRETTY

Your client persona should reflect real problems, real emotions, and real motivations. Use this worksheet to determine the other traits and drivers behind your best customers so your marketing and sales process stops missing the mark.

1. REAL BUYERS: NOT GUESSWORK

List the last 5-10 clients you loved working with

DVANA®

Client Name	Industry	Reason They Chose You	Result You Delivered

Pattern to look for

What do these clients have in common emotionally? Were they overwhelmed, confused, frustrated, or ambitious?

2. THE PROBLEM BEHIND THE PROJECT

What convinces them to choose you over someone else?

- 👉 What problem are they really trying to solve?
- 👉 Special insight into their industry?
- 👉 What happens if they don't solve it?
- 👉 Clarity of your message?

3. DECISION DRIVERS

What convinces them to choose you over someone else?

- 👉 Speed of delivery
- 👉 Personal trust
- 👉 Clarity of your message
- 👉 Brand trust
- 👉 Results and case studies
- 👉 Other

Use this to guide your messaging- speak to what matters most.

4. FINAL SNAPSHOT

Now fill in your updated client persona, using what you've discovered above. Then use this language in your copy, it helps build trust.

- ✅ We've tried everything and nothing's worked.
- ✅ We just need someone who gets it.
- ✅ We're growing too fast to keep up.
- ✅ We need more leads but don't know where to start.

Primary Industry	
Pain Point	
Emotional Driver	
What They Fear	
Language They Use	
Key Decision Factor	
Objection To Overcome	