

## Teams Task 2: Find Your Tribe

First of all make sure to download your Persona Archetypes PDF.

If you're just starting off with your business or blog, creating an avatar for your ideal customer could be a bit of a chicken and egg situation, as you might not yet know who they are.

If that's the case, just guess for now and write down what feels right. Remember, nothing is set in stone and you can always come back to this exercise and adjust these answers as you progress with your blog or business.

### Name & Archetype

First, give your customer a name and decide which Archetype could be.

### Life's Purpose

Look up and write down your archetype's purpose in life.

### Photo

Research a photo of your ideal customer as well as photos that represent their archetype. These photos will not only allow you to get a better understanding of your ideal customer, but also help you shape your **own brand image** later down the line.

**Write down a few questions about the customer you're trying to attract and give a go at answering them. Then go to Pinterest and research photos that reflect those answers. For example:**

- Would they be a business type or a hippie?
- Do they embrace luxury or prefer sustainability?
- Would they prefer nature or the urban life?

Here are some more questions that will help you create a more complete profile of your ideal customer.

Where do your customers live?

What age are they?

What do they do?

Where do they hang out?

What are their hobbies and interests?

If you struggle with the questions below, try to analyse yourself and people you know.

What are their life's attitudes?

What needs do they have?

What excites them?

What are their constraints?

## How can you help them?

Based on your answers to the above questions, **brainstorm how you could help them.**

### TIP

Use the Persona Archetype PDF to check your archetype's biggest desire, goal and their purpose in life. Then think what prevents them from achieving it.

**e.g. "The Jester's purpose in life is to make people feel good, lighten the mood and enjoy themselves." What does that mean?**

These are people who crave entertainment. They want to get their mood brightened. They connect with fun and light-hearted content. They want to forget their daily troubles and switch off. They don't take themselves too seriously and they connect with brands/blogs and businesses that do the same.

These are people who have needs like everyone else. They might want to eat healthy recipes, be fit and dress nicely. However, they prefer to consume information that is presented in a light-hearted and fun way.

The more detailed you are in this exercise, the easier it will be for you to come up with content your ideal customer is interested in.

# LONDON COLLEGE OF STYLE

## PERSONA: ANNIE

Archetype: The Innocent



**Goal:** to be happy

**Traits:** Strives to be good, is pure, optimistic, moral, loyal, romantic

**Marketing niche:** Appreciates brands with strong values, trustworthy, reliable and honest, associated with morality, good virtues and simplicity.

### Demographics

Age: 26  
Family: married with a small baby  
Location: UK  
Education: B.A. History & Arts  
Occupation: yoga instructor  
Income: £25k

### Habbits and hobbies:

phone/social media  
has a cat  
reading/meditation/music  
experimenting vegan recipes  
looking for ways to live healthier  
likes to go camping or spend time outdoors

### enjoys TEAPRO because:

- to learn about health benefits
- can connect with other tea lovers
- likes organising her fav. teas into cupboard

### ATTITUDES

We need to nurture and protect our planet. It's important to find balance in yourself and to spread love.

### CONSTRAINTS

Our society constantly puts more pressure on us.  
Time-poor, hard to have a great quality of life when you have kids and job to worry about.

### NEEDS

Needs to find time for herself for balance.  
Wants everything natural and organic.  
Wants to look great without having to spend a fortune on creams or surgery.  
Wants to socialise with friends.

### MARKETING TIPS

The innocent have an almost childlike nature and value purity, trust, honesty, wholesomeness. They find joy in life's simple pleasures and are optimistic, almost to a fault. Innocents need more trust than most archetypes. Use facts and reviews to establish credibility



## PERSONA: CHRIS

Archetype: The Explorer



**Goal:** Finds fulfillment through discovery and new experiences

**Traits:** Restless, adventurous, ambitious, individualistic, independent

**Marketing niche:** Identifies with brands that are exciting, risk-taking, fun and authentic

### Demographics

Age: 32  
Family: in a relationship  
Location: UK  
Education: Business  
Occupation: entrepreneur  
Income: £40k

### Habbits and hobbies:

climbing, travelling,  
watching films, experiments with food,  
likes new gadgets,  
reads lots of business books,  
interested in marketing,

### uses TEAPRO because:

- can find new tea flavours
- easy and convenient app
- quick source of info about his fav. teas, reviews

### ATTITUDES

Love experimenting and finding new ways of doing things. Embraces quirkiness and uniqueness. Sees himself as innovator.

### CONSTRAINTS

Time-poor - there always hundreds of projects going on in his life.

### NEEDS

Seek and experience new things.  
Searcher, needs adventure, wants to stay independent, self-sufficient, values freedom

### MARKETING TIPS:

These guys thrive when they have a vast quantity of content to read. Use content marketing to keep them happy and engaged.  
Create usefully in-depth articles with a fresh twist.



list of ingredients:

- fruit

