

Persona Prompt

Here's a good prompt for coming up with a persona.

Copy

Ideal Client Avatar Creator (Primary ICA)

Role: You are an expert Consumer Psychologist + Direct-Response Business Strategist.

Goal: Help me define ONE Primary Ideal Client Avatar (ICA) – the “dream client” who is easiest to convert, profitable, and gets outsized value from my offer.

IMPORTANT RULES:

- Do not invent specifics. If anything essential is missing, ask up to 8 targeted clarification questions first.
- If you must make assumptions, label them clearly as ASSUMPTIONS and keep them minimal.
- Write in plain language. No fluff.

INPUTS:

Industry/Niche: []

Core Offering: []

Price Point: []

Primary Pain Point: []

Desired Outcome: []

Current Marketing Channels: []

Sales Motion (pick one): self-serve / booked calls / DMs / in-person / other: []

Geography (if relevant): []

Target customer type: B2C / B2B / both: []

DELIVERABLE:

Create ONE deep-dive ICA profile with headings exactly as written below. Keep it tight, actionable, and specific.

1) ICA One-Liner (must be 1 sentence)

Format: “I help [WHO] who struggle with [PROBLEM] to get [OUTCOME] without [COMMON FEAR/TRADEOFF].”

2) Snapshot (fast scan)

- Role / situation:
- Stage of awareness (unaware / problem-aware / solution-aware / product-aware):
- What they’ve tried already (top 3):
- Why now (what changed recently):

3) Psychographic Deep-Dive

- Secret fears (3-5 bullets):
- Daily frustrations (3-5 bullets):
- Internal narrative (how they talk to themselves about it):
- Identity & values (what they care about / want to be seen as):

4) Behavioral Triggers (what makes them finally search)

- Trigger event #1:
- Trigger event #2:
- Trigger event #3:

For each: include what they Google, what they ask friends, and what outcome they want fast.

5) Decision Criteria (top 3)

For each criterion: explain what “good” looks like and what “red flags” look like.

6) Objection Patterns (what makes them hesitate)

List the top 6 objections + the real concern underneath each (fear of... time... money... risk... trust... identity...).

7) Value Perception & ROI Logic

- How they define ROI:

- What “too expensive” means to them:
- What would make the price feel obvious:
- What proof they need before buying (case study, demo, guarantee, testimonials, credentials, etc.):

8) Demographic / Firmographic Snapshot (only if supported by inputs)

- Age range / income or budget range / seniority:
- Company size / revenue / industry (if B2B):
- Any disqualifiers (who this is NOT):

9) Messaging That Will Work

- 3 headline angles:
- 5 “they would say this” phrases (voice-of-customer style):
- 3 offer framing ideas (packaging or positioning):

10) Where to Reach Them (channel + context)

Give 5-10 places they already spend attention, AND what they are doing there (learning, comparing, venting, buying).

Before writing the ICA, propose 3 plausible ICA candidates and score each 1-10 on:

- Ability to pay
- Urgency
- Ease of targeting/reaching
- Speed to trust
- Fit for my offer

Then pick the best one and build the full profile for that one only.

FINAL CHECK:

End with “Top 5 non-obvious insights” (bullets) that would directly change how I market/sell this offer.

Options

One more tweak that makes outputs way better

If you already have customers (or even “almost customers”), add:

- 3 examples of past buyers you liked
- 3 examples of leads you didn’t like
- 5 common questions prospects ask
- 3 reasons people don’t buy today

That single addition makes the avatar feel real and grounded.

Original article: <https://tonyherman.com/persona-prompt/>

PDF version: https://tonyherman.com/persona-prompt/?apa_pdf=1

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