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| ABOUTDAVID MEERMAN SCOTTDavid Meerman Scott spotted the real-time marketing revolution in its infancy and wrote multiple books about the topic. Now David says the pendulum has swung too far in the direction of superficial online communications. Tech-weary and AI-wary people are hungry for true human connection. Organizations have learned to win by developing what David calls a Fanocracy — (the subject of his *Wall Street Journal* bestseller) — tapping into the mindset that relationships with customers are more important than the products they sell to them.David is a pioneer in content marketing and applying artificial intelligence to content creation that helps to position companies for success and is an advisor or investor in several AI companies.David has written 12 books including 4 international bestsellers. His books are published in 30 languages and have sold nearly a million copies worldwide. [*The New Rules of Marketing and PR*](https://www.davidmeermanscott.com/books/the-new-rules-of-marketing-and-pr) is an international bestseller now in its 9th edition with more than 500,000 copies sold in English and available in 29 languages from Albanian to Vietnamese. David wrote the *Wall Street Journal* bestselling book [*Fanocracy: Turning Fans into Customers and Customers into Fans*](https://www.fanocracy.com/) from Portfolio / Penguin Random House with his daughter, Reiko. The book is about Fandom culture and how any business can grow by cultivating fans.He has presented at over 500 conferences and events in more than 40 countries and on all seven continents.  |





LEADERCAMP

## BUYER PERSONAS

### HOW TO UNDERSTAND YOUR BUYERS AND THEIR PROBLEMS TO GROW YOUR BUSINESS

WITH

DAVID MEERMAN SCOTT

MARCH 25, 2025

In this Leadercamp, David Meerman Scott will discuss the concept of buyer personas, which will transform your business. Buyers are better informed, coming to you armed with more choices and opportunities than ever before. Yet, most marketing is egotistical and speaks endlessly about the company and its products and services.

In the global online world, it is critical to think like the buyer and speak in their language. Buyers need to see their problems solved by your products and services. Organizations that take the time to learn about buyer personas can position themselves to get out of the common egotistical sales mode and instead work to educate potential buyers.

When you educate and inform rather than hyping, your marketing comes alive. Your buyers become eager to do business with you and excited to share your ideas with others. The sale is made more quickly, and you build fans of your business. That’s why the concept of buyer personas is so critically important for effective marketing.

PARTICIPANTS WILL:

* Understand the disconnect between how people buy and how companies communicate.
* Discover how to determine buyer personas.
* Learn to focus on solving the market problems of your buyers.
* Receive a template for how to conduct a buyer persona interview.

For each buyer persona, participants will learn to focus on:

* What are the problems facing this buyer persona?
* What media do they rely on for answers to their problems?
* How can we reach them?
* What words and phrases do the buyers use?

#### PREPARING FOR THE LEADERCAMP

The Leadercamp Guide can be used as a tool for facilitators and participants to get the most out of a Leadercamp experience. It includes an overview of what will be covered in the Leadercamp, information about the presenter, and suggestions for different ways you and your team can learn together or individually. Each guide concludes with application and reflection prompts to apply what you've learned.

##### About This Guide

This guide will help you prepare for and facilitate the program ***BUYER PERSONAS:***

***HOW TO UNDERSTAND YOUR BUYERS AND THEIR PROBLEMS TO GROW YOUR BUSINESS*** . The purpose of this guide is to help you generate a dialogue among participants and apply key concepts from the presentation to your own learning objectives. The guide can be leveraged effectively for both large and small groups.

##### The Audience

This program is for executives, managers, supervisors, and line staff. Ideally, the materials should be presented in a group setting, where the responses of others can be discussed and shared.

##### Watch As a Team

Prior to the Leadercamp, Zoom links are set up in Percipio. To host the Leadercamp for your team with Zoom, click on the Zoom link for the Leadercamp so that it's ready to start on your screen. Then start a Zoom meeting, share your screen, and when you get asked what you want to share, choose the browser window with the Leadercamp ready to play. Select **Share** and enjoy! Be sure to contribute to the discussion in the chat feature.

##### For Individual Viewers

Watching alone this time? No problem. Click on the Zoom link in Percipio for the Leadercamp and begin watching. Get the most out of the event by participating in the conversation via the chat feature and by taking notes. And don’t forget to ask any questions you may have during the Q&A session.

#### APPLY WHAT YOU’VE LEARNED

Answer these questions to reflect on the Leadercamp and reinforce the ideas, practices, and strategies you’ve learned.

What were some of the key takeaways from David Meerman Scott's discussion on buyer personas and how they can transform your business?

How can understanding buyer personas help to bridge the gap between how people buy and how companies communicate?

What are some of the benefits of focusing on solving the market problems of your buyers?

****For each buyer persona, what are some of the key questions you should focus on, such as what problems they are facing and what media they rely on for answers?

How can you apply the concepts of buyer personas and speaking in the language of your buyers to your own business or organization?

What are some specific strategies you can implement to educate and inform potential buyers rather than hyping your products or services?