



YOUR ONLY CLIENT

A BEGINNING EXERCISE FOR
BUILDING AUDIENCE PERSONAS

*another free resource for stretched-thin, do-it-all,
mission-minded communicators from your friend at Collective Reach*

branding with integrity

A good brand is built on far more than personal preference. If you're going to connect with the people who matter to your mission, your brand must resonate with them. But who is this "them"? It can be hard to consider how your messaging or visual identity might connect with a big, nebulous group of people. You've probably heard of developing audience personas. Here's a tool I developed as part of my [branding services](#) to help my clients start where it matters: with the one person they could help, if they could only help one person. Once you answer these questions, you'll have your first audience persona. Feel free to repeat the process for additional audiences you serve. In doing so, you'll start to notice patterns, attitudes and key messages you can start to build into the various [elements of your brand](#).

Have questions? Want to discuss how I might be able to help you develop your brand identity? Get in touch at reanna@reannak.com or visit collective-reach.com to learn more about my services.



–Reanna
Founder, Collective Reach

YOUR ONLY CLIENT

Sometimes mission-driven people and organizations get lost in the weeds of trying to help *everyone*. This isn't the most effective way to define who you are and deliver, though. Audience personas are a great way to bring clarity to your target audience, and I have adapted this technique to mission-driven work.

It's tough, but

imagine you can only help ONE PERSON.

Who is this person? (Give them a name). What is their gender identity? How old are they? (Heck, give them a birth date! Put it on your calendar and have a cupcake when it rolls around to help remind you who your messages are for.) Where do they live? What untapped potential do they possess? What do they need from you?

Having some data definitely helps bring authenticity to your persona. Check out [this blog post](#) for ideas to easily generate audience data to inform your persona.

My Only Client

- Name:
- Gender identity:
- Age:
- Racial/ethnic background:
- Where do they live—what city, in what type of dwelling? Do they own, rent, couch surf?
- What is their family life like?
- What is their work/school life like?
- What's their proudest accomplishment?
- What do they value most?
- What is this person's greatest worry?
- What spaces do they occupy online?
- What does their support network look like? Who are their closest friends? Role models?
- Talk a bit about their interests, their untapped potential, their desires and their needs:

Once you answer these questions, use them to develop a target audience profile to help humanize your audience and to guide branding decisions that will resonate with them.

If you're a visual person, you might want to find an image that represents your Only Client. A great resource for totally free stock photos is [Unsplash](https://unsplash.com). Save the image to your computer, pin it to a secret Pinterest board or print it out and hang it over your computer monitor to help keep your target audience tangible and human.



“What Would [name] Think?”

As you're building your brand, always keep in mind: How would this [whatever element or activity you're working on] resonate with [the “before” version of Your Only Client?]

extra credit

Now that you have your only client in mind, think about this:

what does the AFTER look like?

Once you have helped this person, what's different?

How do you want them to feel?

How do *you* want to feel?

What can they do now that they couldn't before?

If they were to recommend you to someone, how would you want them to describe their experience? In what ways would it be a completely unique experience compared with other similar organizations?

The answers to these questions will help you further hone your brand identity. Remember: The “How” of branding begins with defining “who.” Once you have a clear picture of your target audiences, you have a stronger foundation upon which to build your core identity and the visual elements that support it. Need help? Get in touch at reanna@reannak.com.