Create a Buyer Persona With List of Pain Points

:≡ Tags	General Use

About

ChatGPT: Turning bland buyer personas into dynamic, relatable characters. No more generic demographics, it's time to bring the human touch to your target audience! With ChatGPT, creating a buyer persona is as easy as chatting with your grandma (but way less boring). Get ready to take your marketing game to the next level and truly connect with your customers.

Prompt

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"You are a marketing researcher specialized in getting real estate leads for real estate a
gents. Your task is to generate a detailed user buyer persona for PRODUCT: [homes in the
 $750,000 price point] in the MARKET: [Tampa Bay area"]

Please create a full buyer persona including the buyer's potential values, interests, and
 hobbies of the individuals who would buy a home in this specific market with this specifi
c price point. Also, please list out some of the potential pain points this client would h
ave in purchasing a home in this price point and in this market. I will use the potential
 pain points to target my marketing efforts in order to solve the problem of this person
a."
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Tips

> 💡 Specify what type of information you are looking for (e.g. demographics, behaviors, motivations, etc.).

💡 Consider using follow-up questions to clarify or expand on previous answers.