

CREATE YOUR RESTAURANT BUYER PERSONA

TREMENTO

What to do now?

PLAN AND COLLECT

First, plan which questions you are going to ask. You will find a long list of questions in my e-book "How to create Restaurant Buyer Personas? - by Tremento". The e-book will guide you through the process of creating a buyer persona. You can get it for free at www.tremento.com/restaurantbp. After you've planned which questions you are going to ask, schedule your interviews, focus-groups and such and start gathering the data needed to complete the buyer personas.

EXAMINE AND JUSTIFY

After you have gathered all the necessary data to create your buyer personas, it's time to categorize them. Get some post-it notes, write down the different answers and start putting them together. This will give you an overview of the type of persons visiting your restaurant. After you have categorized the information and you know which buyer personas you should be creating, start filling in this template. Remember: I advise to create about 4 to 6 buyer personas.

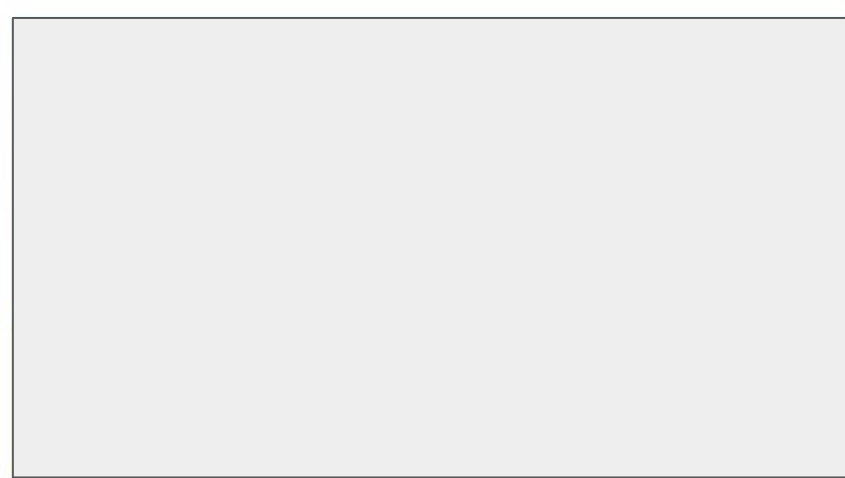


Fill in the sheets.

Now it's time to actually create your buyer personas. You got your information collected, analyzed and categorized. No more time to wait. Pick one category of answers - answers from one segment of your buyer personas, your customers - and use these answers to fill in the next sheets. Continue doing so with all segments. Good luck!

THE BASICS

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EDUCATION

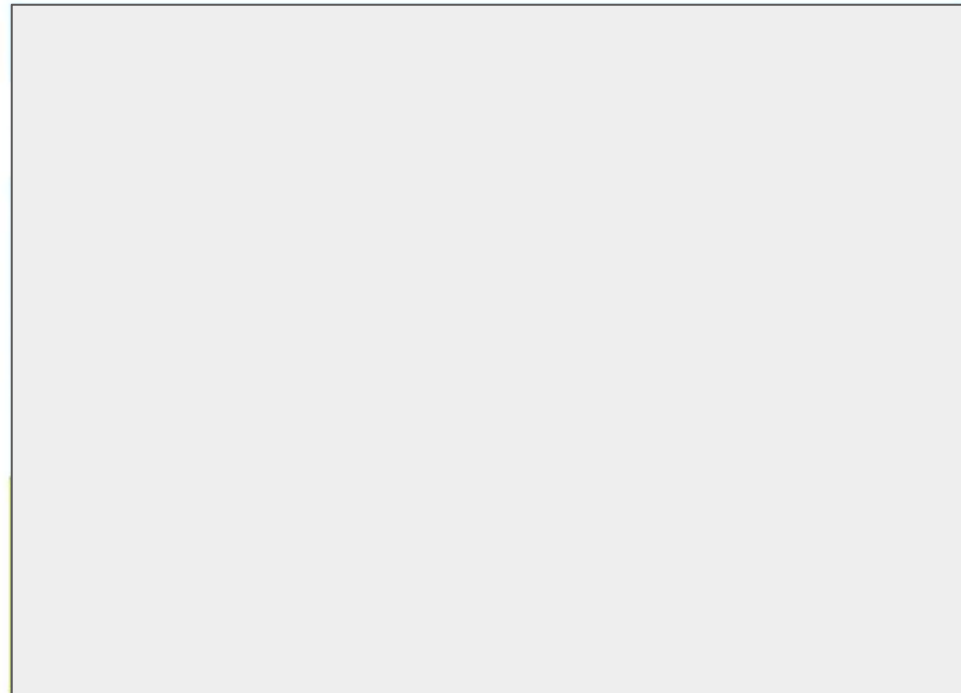
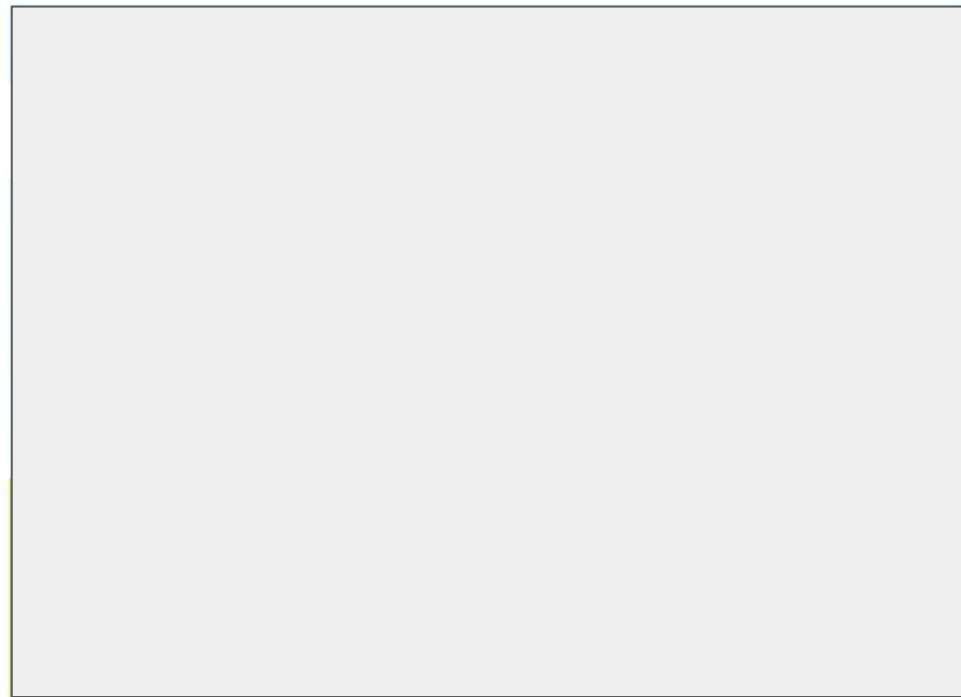
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EMPLOYMENT

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CURRENT SITUATION

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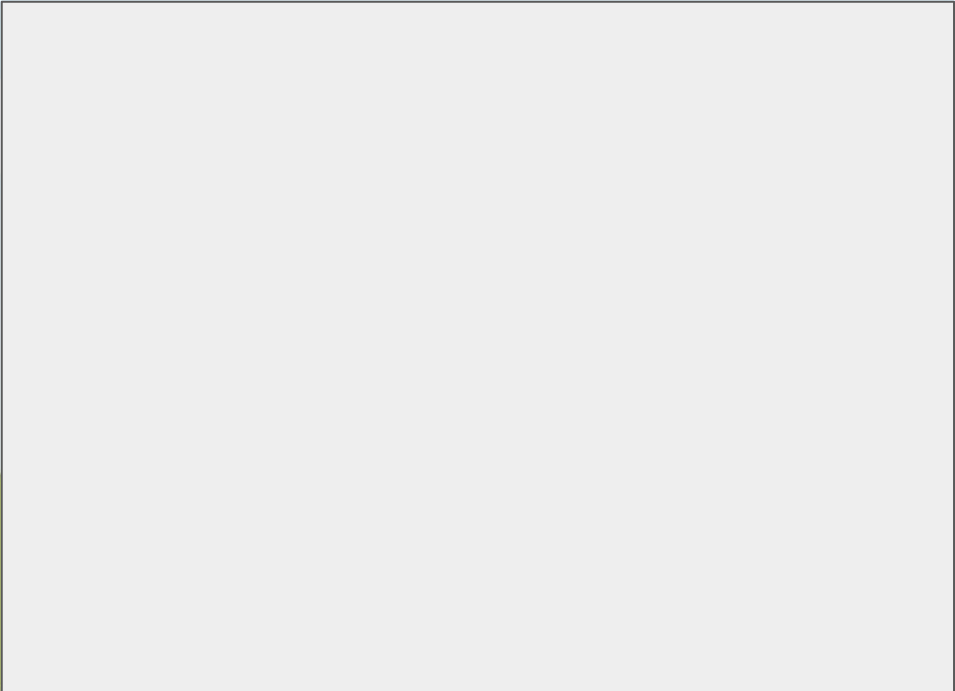


PERSONAL

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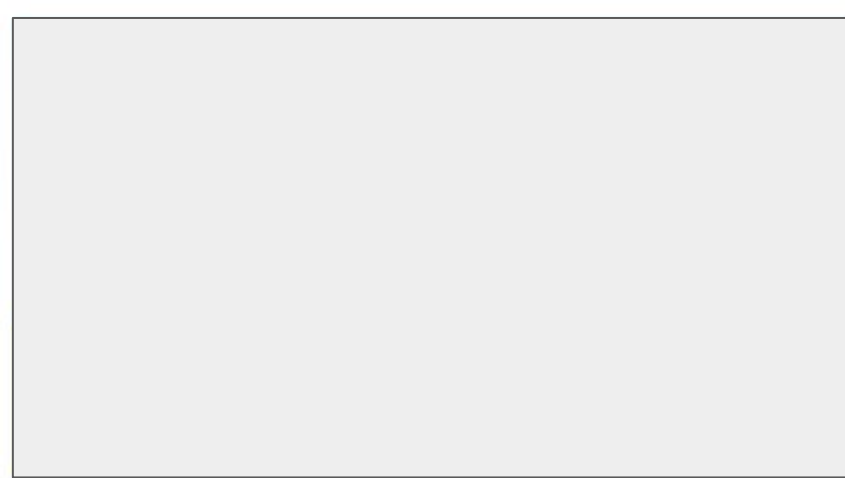
TECHNOLOGY

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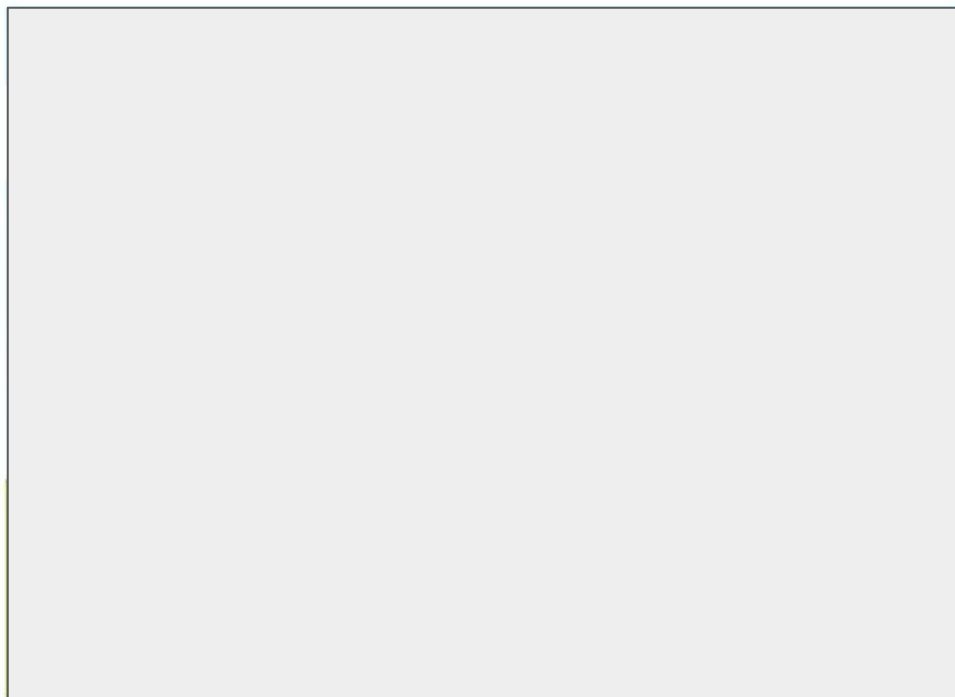
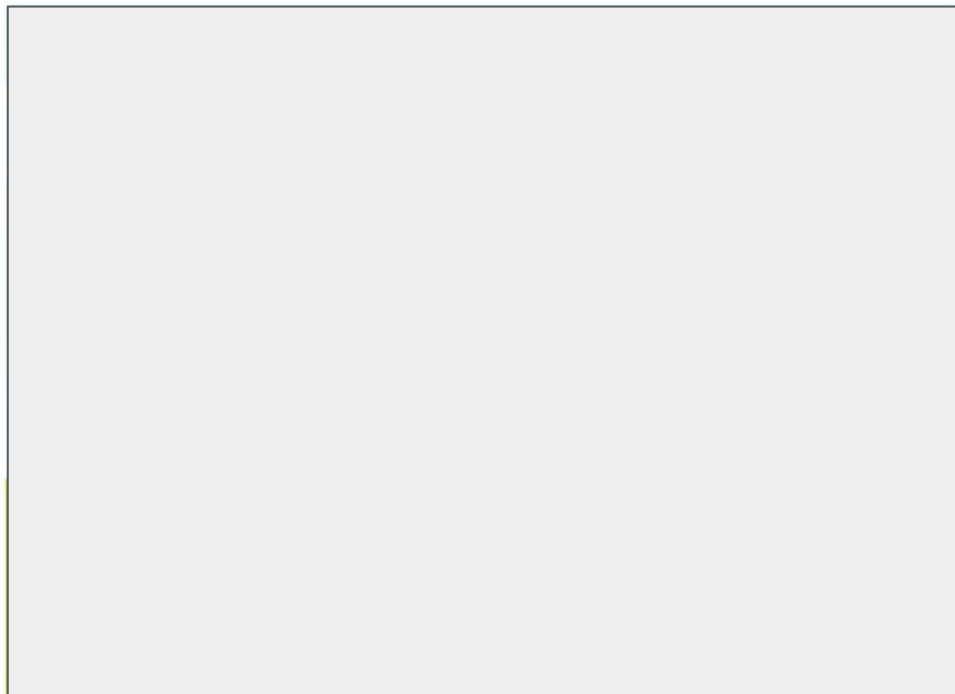
FOOD

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DRINKS

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Print. Focus. Use.

You've created your (first) buyer persona!
Congratulations. Now print out the sheets and hang them on your wall. Seriously. You should keep these buyer personas in your mind at all time in the future. When putting a new item on your menu, when redesigning your website, when posting something on social media. Every single time ask yourself the question: Would [buyer persona name] enjoy or benefit from this? If the answer is yes, go for it. If the answer is no, don't!



**THANK YOU
&
GOOD LUCK**

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