

So this week I was chatting with one of my coaching clients in my coaching accelerator and we were talking about how we can strategically align her website and her content to appeal to different personalities and different buyer types. And I was explaining how we can make sure that. The person who's a little more analytical has somewhere to go.

The person who's ready to kind of dump their whole life story on you has somewhere to go. And then the person who's maybe a little newer to your brand hasn't had the time to fully warm up, still has somewhere to take action in her brand. And as I was explaining this, she was loving it. She was like, this is really helpful.

And so we were implementing it very specifically on her site and. Then I was creating some notes and some action items for hereafter, and I started to think this would just be a really helpful, quick hit, like five minute marketing episode that I wanted to bring to you here on call to both because I think it, it's an interesting conversation and it's one that.

So many people miss or think they have one type of buyer, one type of ideal client. I need to just figure that one person out and as soon as I figure them out, I'm going to make all these sales. When in reality you have many different buyers in your audience and you can do some things to, to strategically align up your website and your content to move them towards the sale and.

Give them a way to communicate that they actually enjoy. So let's dive into that in this quick hit episode. You're listening to Call to both the podcast for ambitious women chasing both business dreams and little ones. I'm your host, Joy Michelle. I'm a wedding photographer turned business coach and founder of Photo Bos.

I have helped thousands of photographers and creatives grow their businesses. Here on the show, I teach about topics like visibility, marketing mindset. Productivity and going after your dream life. So if you're a photographer or an entrepreneur, there is something here for you. This is not another business and marketing podcast telling you to do more, but rather how you can build your business and your income in less time and with greater ease.

Join me here each week for bite-sized and actionable episodes that won't. You encourage you on your call to both journey.

So if you've never dug into buyer personality types, I wanna share a few. Like buckets, if you will, of the types of widely recognized personality types that

your buyers might fall into. And there's a lot, just like there are so many different types of people out there, so many different personalities and blends of personalities that you'll probably hear these expressed in a few different ways, in a few different business books.

But here are some of the buyer personality types that I see most commonly. We have our analytical buyer. Much more data-driven, cautious, logical, wants to see the stats, the research, the comparison charts, things like that. You can provide case studies to these people and help them to see that clear ROI.

So that's your analytical buyer. You have your amiable buyer, more relationship and trust driven. So they like to choose brands based on referrals and very loyal once they trust you, but much more built on a relational type of exchange. And so to sell to them, you're showing empathy, focusing on your trustworthiness, highlighting community, and.

Other benefits beyond just your, um, data points, right? So very different from that analytical buyer. A couple of other buyer types. We're gonna rapid fire through these. We have the driver, buyer, that's your decisive buyer, very goal oriented, assertive, and wants this to happen quickly. You have your expressive buyer, little more enthusiastic, creative, big thinker, visionary, very motivated by status and vision, and how the purchase will align with their identity.

You have the bargain hunter, which none of us are trying to attract the loyal buyer. We all love that. An impulsive buyer or the skeptical buyer. Now I've, I've heard these lists in a couple different shapes and forms, but what's interesting is a lot of time when people are talking about these buyer personalities, we are talking about what they need to see in order to feel like they're ready for a sale.

Right? But what I haven't seen a lot of people talk about is exactly how they like to reach out to the brand. So for example. The amiable buyer, somebody that's like more relationship driven, I think that buyer is the most likely to send you a DM because they are truly looking to build a relationship with you as the person behind your brand.

And so if you are have heard any kind of advice of like, we gotta get 'em over to the contact form, don't answer your dms. Um, we, that's not where business is done. You are losing. The relationship driven buyer type because you refuse to answer dms and you refuse to actually start to build those relationships in the dms.

That's exactly how that buyer type wants to buy. Whereas, let's see, you have your, um, impulsive buyer. That's somebody that is. Ready to make a decision extremely quickly, and it is a lot less of a planned purchase. So if they can grab something immediately, like if you have a button where they can literally book a session with you, book a call with you, put down a deposit, that is going to appeal a little bit more to that buyer type.

Now, if you have the skeptical buyer. Or somebody that's just gonna take a little bit more, um, analyzing like a couple of these different buyer types have been people that I think would take a little bit more time to gather that information. They are going to want to get on a call with you, and if you don't have the option for them to get on a call with you, they're.

Then going to be forced to fill out a form. Now, if there's somebody that's just a little less patient, they might be put off by a very long and in-depth contact form. They were really hoping to just book a call so that they could explain everything to you. So as I'm saying all these things, you'll notice that there's a few different ways that they're reaching out to you.

Long form contact, 20 minute call scheduler, or however long you choose to make that call. And then, uh, the dms. Each of these, in my opinion, are different ways that people are actually inquiring with you, whereas our industry really only sees, like they filled out the contact form as an inquiry. But I want you to make that mental shift right now.

I want you to start to think of. People DMing you is an inquiry that if they're asking questions, if they like, Hey, how much do you cost? Sometimes that can be a little offputting as a creative service provider or like, hi, I am a person. Like, please, you know, don't just ask what I cost, but take that as a chance to meet them where they're at in their buyer type or where they are in terms of your brand and your business, if they haven't taken in as much of your content.

Or maybe you don't have a big library of trust building content. They might be just in the beginning part of wanting to build that relationship and see if it's possible because they are a little bit more of a relationship oriented buyer. So. We're a little over five minutes here. My goal is to make this five minutes, and I chatted a little too long, but essentially I want you to take a look at your website and make sure you have a way for each of these buyer types to reach out to you.

So by having your social media icons readily available. By answering your dms at least in one place. I like Instagram. I think that's a perfect place to hang out, making sure that your contact form is available and ready. But I always urge

creative service providers, especially if you are a luxury service provider and someone is spending thousands of dollars to work with you, that you have a call button available if you don't want that to be.

The first thing that someone grabs because you know, you just wanna hand that out behind the scenes. Then in the very first email, after somebody inquires, that call button should be available. Like, Hey, let's just jump on a call right away. Because you're going to have certain buyers that that's exactly how they want to invest with you.

That's how they'd like to make that next step. And you're giving them options based on where they're at. So this is gonna depend a lot on your client's demographic, like their age and their background. Like we have our millennial buyers, our Gen Z buyers, things like that. And I think that because of this, we are seeing a.

You know, a variety of different ways that people do want to invest with us. So making sure that our websites and our marketing are meeting these types of buyers where they're at is so incredibly important. So, as always, I'm gonna have a more detailed breakdown of this. Over on the blog, so the show notes are very in depth.

If you'd like to look at all the different buyer types and see how to sell to them and make sure your website has these things supporting it, go ahead and head over to the show notes for today's episode@joinmichelle.co slash blog and get those details there. I am gonna get faster at these, I promise.

I'm trying to get these down to five minute marketing episodes so that you can grab something and hold it up to your website, hold it up to your marketing, and truly make progress, move the needle in your business. So thank you for joining me for this episode. Be sure to hit subscribe so you don't miss out on episodes just like this one.

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