THE COFFEE DATE

PERSONA SEGMENTER

HOW TO QUICKLY SEGMENT YOUR PERSONAS & USE CONDITIONAL MESSAGING TO MATCH THEIR CONTEXT & CORE MOTIVATOR

This discussion and worksheet will help you figure out how to segment your list / personas on 3 core criterias

You will be ready to immediately apply this training and template to your email copy

THE COFFEE DATE SEGMENTER

3 CORE TYPES OF SEGMENTATION

SEGMENT ON PROGRAM
- If you have multiple core offerings for a same or similar audience (with a different, most imminent need)
- ie. Freelancing School vs. Copy School

SEGMENT ON SAME PROGRAM / DIFFERENT PERSONA
- If you have ONE core program with multiple buying personas
- ie. Copy School - freelancers, in-house, founders/owners

SEGMENT ON CORE BUYING MOTIVATOR (ADVANCED)
- Some buy to achieve a perceived gain - others to avoid an active or imminent cost (loss aversion - which is reportedly 2x stronger as a motivator)
- You can frame your CTA's based on both these intents.

LIST YOUR CORE OFFER(S)

LIST YOUR CORE PERSONAS

THE COFFEE CHAT TEMPLATE

Subject:
coffee chat?
Body:

Real quick.

If we were hanging out, shooting the sh*t over a matcha latte right now, what would you be most likely to ask me?

Option A (natural languaging that confirms segment A) Or...

Option B (natural languaging that confirms segment B)

Do me a quick favor and hit one of those links.

Got a cool lil surprise for you on the next page :)

THE COFFEE CHAT ™

CRAFT YOUR VERSION

Content

My strong opinion, in my space, is that:

BEGINNER   **INTERMEDIATE**   ADVANCED