

Ideal client persona builder (sample).

Use this template to create an investor persona using the data from your book of business. Think about a group of clients that you want to replicate and complete the inputs on the front page to summarize their demographics, motivations, financial knowledge/attitude, interests, and communication preferences. On the back, use your ideal client inputs to map out how your ideal client will inform your approach to planning, investments, client service, and business development to take a client-centric approach to service, retention, and growth.

1	2	3	4	5								
Demographics	Motivations	Financial knowledge/attitude	Interests	Communications								
Age/life stage	Primary challenges/needs	Type of investor profile	How do they spend their time?	How often do they want communication?								
40's to early '50s	<ul style="list-style-type: none"> Funding retirement a priority - shorter work life University/college planning Aging parents Large cash reserves for business - health line of credit Benefits for employees Insurance review Estate plan update Business valuation 	<table border="1"> <tr> <td>Validator</td> <td></td> </tr> <tr> <td>Delegator</td> <td></td> </tr> <tr> <td>Family Steward</td> <td>✓ Family focused</td> </tr> <tr> <td>Maven</td> <td></td> </tr> </table>	Validator		Delegator		Family Steward	✓ Family focused	Maven		<ul style="list-style-type: none"> Lake home Active in community Would like to do more but business is demanding 	Semi annual check-ins and "when needed"
Validator												
Delegator												
Family Steward	✓ Family focused											
Maven												
Gender		What is their attitude toward investing? (long/short-term, goals/performance-based?)	With whom do they spend time?	Preferred method of communications?								
Male		<ul style="list-style-type: none"> Long term investor Values advice 	<ul style="list-style-type: none"> Family Various other contractors Workshop is near other contractors' Repeat customers 	Texts/emails								
Marital status	What is financial success?	Where do they get financial information? (friends, family, TV/radio, advisor, etc.)	Do they belong to any social clubs/groups?	How and how often do they want to meet?								
Married - Spouse works	<ul style="list-style-type: none"> Freedom from being on call Enjoy lake home Customers' are in good hands Employees are like family Ability to "pass" kids the business 	<ul style="list-style-type: none"> Radio Internet Financial advisor commentary 	Communities based activities	<ul style="list-style-type: none"> Annual face to face Avoids traditional working hours 								
Profession	Makes decisions easily?	What is their demeanor about finances? (collaborative, seeking support, too busy)	What are their hobbies?	Do they enjoy catching up or want to get down to business?								
Contractor / business owner	Yes											
Employer	Interested in details?	Delegator Big picture	Left blank	Time is money!								
Self												
Investable assets												
\$750K but larger net worth in business												

Ideal client persona builder (sample).

Persona name:

RANDY

Get his hands dirty
contractor/business owner

YOUR CLIENT-
CENTRIC
APPROACH

6

7

8



	Client service model	Planning/investments	Business Development
	<p>Straight and to the point, Randy knows that time is money. He needs access to consolidated reporting, timely communication but doesn't want to get in the weeds.</p> <p>Communications is personal but to the point, phone/text first. Six month check-ins including annual meeting, semi-annual calls. Monthly, not weekly market update.</p>	<p>While traditional and comprehensive planning is important, step into planning in a modular way (like a contractor). Focus aggressively on retirement planning and employee benefits.</p> <p>As a family steward, volatility is a concern. Less tax sensitive.</p>	<p>Connector and well known in the community. A good referral source, given the right opportunity.</p> <p>Events should be low key and not weekday evenings or over lunch.</p>
Processes Infrequent proactive use but Randy will need on-demand access to consolidated net-worth and account snapshots outside of business hours	<ul style="list-style-type: none"> • CRM field (e.g. client type) = "Randy" to trigger communications and workflows • Workflows and tech to digitally coordinate and complete modular planning in first year • Secure text messaging • E-vault for secure doc access • Electronic signature 	<ul style="list-style-type: none"> • Modular planning - retirement focused first • Visual vs spreadsheet • Goals-based vs. cash-flow based • Business owner/employee benefits partners • Retirement planning high priority; consider tech to support 	<ul style="list-style-type: none"> • Website/social media content and brand speaks to "Randy" • Customized sales process and proposal • Strong follow-up process, that uses video; he's busy • Online scheduling tool • Advisory board
Technologies Tech-centric. Uses email, text, conference technologies and social media to communicate.	<ul style="list-style-type: none"> • Firm branded website with aggregated accounts • "Randy" targeted client communications only • 24-hour response time • Casual meetings, mostly checking-in on him and his goals 	<ul style="list-style-type: none"> • Visual and goals-based vs. cash flow statement • Planning step-by-step visuals to "know where he is" in process • Progress-to-goals investment reporting • Business CPA coordination 	<ul style="list-style-type: none"> • "Randy" targeted marketing communications should speak to his needs and interests • "Randy" type events - BBQ, sporting clays • Community involvement and support of relevant causes
Deliverables Short and to the point with visuals. Modular content with blueprint of plan.	<ul style="list-style-type: none"> • Health insurance • Employee benefit consultant 	<ul style="list-style-type: none"> • Right-fit CPA and lawyer • Insurance specialist 	



Information provided by SEI Investments Canada Company. SEI Investments Canada Company, a wholly owned subsidiary of SEI Investments Company, is the investment fund manager and portfolio manager of the SEI Funds in Canada.

seic.ca