

SEO
Unlocked

NEILPATEL

MUSKETEER PERSONA RESEARCH SHEET (MPRS)

HOW TO GET A **FLOOD OF ONLINE TRAFFIC**
WITHOUT SPENDING \$1 / DAY

MUSKETEER PERSONA RESEARCH SHEET (MPRS)

This document is to gather all your research on the pain points and stories of your musketeer personas for you, your customers, and your influencers.

FORUMS

Add your 5 forum links here.

Under each link, list the 3 things that your musketeer likes about your product or service.

List three pain points that may persuade your musketeer to buy your product or service.

Then, three reasons your musketeer may not purchase your product or service.

1 URL:

> 3 things they like

> 3 pain points

> 3 reasons they don't buy

2 URL:

> **3 things they like**

> **3 pain points**

> **3 reasons they don't buy**

3 URL:

> **3 things they like**

> **3 pain points**

> **3 reasons they don't buy**

4 URL:

> **3 things they like**

> **3 pain points**

> **3 reasons they don't buy**

5 URL:

> **3 things they like**

> **3 pain points**

> **3 reasons they don't buy**

WIKIPEDIA

Add phases of the customer's buying process.

REDDIT

Add phases of the customer's buying process, reviews and other topics from Reddit.

GOOGLE TRENDS

Write at least three things that might help.

QUORA

Add common threads, topic columns and the keyword columns for optimal referencing.

AMAZON REVIEWS

Add the pain points: Positives and negatives, and reasons why your musketeer did or did not buy.

Add your competitors pain points: Positives and negatives, and reasons why your musketeer did or did not buy their product or service.

UBERSUGGEST

Add popular topics from all categories .

SEO
Unlocked