VETERINARY MARKETING · FREE RESOURCE

Ideal Client Persona Builder

Survey + Worksheet · Appendix A

Complete one worksheet per client persona. Most practices identify two to three.

STEP 1

Name Your Persona

Give your ideal client a first name, like “Jennifer” or “Cody.”

Persona name: _____

Pet type / species: _____

Primary service they need: _____

STEP 2

What Do They Want?

What is the primary outcome this client is looking for when they search for a veterinarian?

_____

_____

What does a great experience look like to them?

_____

_____

STEP 3

What Do They Worry About?

What fears or frustrations might hold them back from booking or switching vets?

1. _____
2. _____
3. _____

STEP 4

How Do They Search?

What words or phrases would they type into Google when looking for a practice like yours?

1. _____
2. _____
3. _____

Where else do they look beyond Google? (Check all that apply.)

- ☐ Google Maps
- ☐ Facebook Groups
- ☐ Instagram
- ☐ Nextdoor
- ☐ YouTube
- ☐ Word of mouth
- ☐ AI tools (ChatGPT, etc.)
- ☐ Referral from another professional

Other: _____

STEP 5

What Helps Them Choose?

Rank the following from 1 (most important) to 7 (least important) for this persona:

_____ Google reviews and star rating

_____ Social media posts on Instagram, Facebook, TikTok

_____ Photos of the team and clinic

_____ Website clarity and ease of booking

_____ Availability and response time

_____ Species-specific expertise

_____ Price and payment options

STEP 6

Write Their Key Message

In one sentence, what would make this persona feel immediately understood?

_____

_____

STEP 7

Gut Check

Does your current website speak directly to this persona?	◯ Yes	◯ Somewhat	◯ No
Do your Google reviews reflect the experience this persona is looking for?	◯ Yes	◯ Somewhat	◯ No
Would this persona feel immediately at home calling your front desk?	◯ Yes	◯ Somewhat	◯ No

Any "Somewhat" or "No" answers are your starting points.