

Buyer Personas and Campaign Targeting

Business Vision Academy · affiliate program
Document 1.2

Five buyer personas, each mapped to a product, a payment option, an angle, a landing page variant and a set of campaign parameters you can copy directly into ad manager.

How to use this: pick one persona. Run one angle. Use one landing page. Read the numbers after 100+ clicks. Only then add a second. Running three personas at once at a small budget produces three unreadable results.

Persona ranking by speed to first sale

Rank	Persona	Product	Why it moves fastest
1	P1 Stalled Starter	AI Made Simple, \$28/mo	Lowest price point in the catalogue. Cheapest clicks, broadest audience, easiest yes.
2	P3 Career Switcher	AI Mastery, \$260 one-time	High intent, searches actively, buys same-session. Highest payout per sale.
3	P2 Overloaded Manager	AI for Professionals, \$39/mo	Expenses it. Low price sensitivity. Harder to reach cheaply.
4	P4 Solo Operator	AI Mastery, \$260	Buys on ROI logic. Small audience, but converts well.
5	P5 Worried Employee	AI Made Simple, \$28/mo	Largest audience, but the angle needs careful policy handling.

P1 — The Stalled Starter

The one-line version: knows AI matters, has watched dozens of videos, has changed nothing.

Age	28-55
Role	Any office role. Admin, coordinator, analyst, marketing, ops, customer service
Income	\$45k-\$90k
What they believe	"I should be using this by now"
What they actually do	Opens the tool, types one vague question, closes the tab
The real blocker	Too many options, no starting point, no order
What they will not admit	That they don't know what to ask it
Buying trigger	A structure with an end date. "Ten courses, one a month."
Product	AI Made Simple — subscription, \$28 × 10
Angle	Overwhelm / structure (Angle A3)
Landing page	<code>ai-made-simple_sub_v4-quiz</code> or <code>v3-listicle</code>
Why \$28 works	It's a lunch, not a purchase decision. Removes the need to be sure.

Meta (Facebook / Instagram) parameters

Objective	Sales (Purchase)
Optimisation	Purchase, 7-day click / 1-day view
Budget	\$40/day per ad set, CBO off while testing
Countries	United States (only, while testing)
Age	28-55
Gender	All
Placements	Advantage+ (automatic) — do not hand-pick during learning
Detailed targeting	Advantage+ audience expansion ON
Interests	ChatGPT, OpenAI, Artificial intelligence, Technology news, Productivity, Online education, Coursera, Udemy
Exclusions	Software development, Computer programming, Data science, Machine learning, Make money online, Passive income, Cryptocurrency, Forex
Exclude custom	Purchasers (30 days)
Creatives	3 per ad set: 1080x1080, 1080x1920, 1080x1350
Ad copy	FB-1, FB-2, FB-3 (see 3.1)

TikTok parameters

Objective	Website conversions (Complete Payment)
Budget	\$30/day per ad group
Countries	US
Age	25-54
Targeting	Broad. Do not narrow. TikTok's algorithm outperforms manual interests.
Placement	TikTok feed only (disable Pangle and news apps)
Creatives	Native-style vertical video, burned-in captions, 15-30s
Scripts	TT-1, TT-2, TT-4 (see 3.4)
Landing page	v4-quiz or v3-listicle

Google Search parameters

Campaign type	Search only, no Display Network partners
Bidding	Manual CPC while learning, then Maximize conversions
Budget	\$25/day
Location	United States, "People in your targeted locations" (not "interested in")
Ad schedule	All day at first; restrict after 2 weeks of hour-of-day data
Keywords	See 1.4, cluster K1 (cheapest)
Negatives	Apply the full negative list in 1.4

P2 — The Overloaded Manager

The one-line version: works 55 hours and is still behind.

Age	30-50
Role	Team lead, manager, director. 3-20 direct reports
Income	\$85k-\$180k
What they believe	"There isn't time to learn something new right now"
The real blocker	Every hour spent learning is an hour not spent catching up
Buying trigger	A specific recurring task they hate, named out loud
Product	AI for Professionals — \$39 × 10, or \$152 one-time
Angle	Time recovered (Angle A2)
Landing page	<code>ai-for-professionals_sub_v1-direct</code> or <code>inst_v6-express</code>
Note	Price sensitivity is low. Many will expense it. Lead with the task, not the price.

LinkedIn parameters

Most expensive channel here, but the only one that targets job title reliably.

Objective	Website conversions
Bid	Manual CPC, start 20% below suggested
Budget	\$50/day (LinkedIn minimums are high; do not test below this)
Location	United States
Job seniority	Manager, Senior, Director
Job function	Operations, Marketing, Finance, Human Resources, Project Management, Business Development
Company size	51-200, 201-500, 501-1000, 1001-5000
Exclusions	Job function: Engineering, Information Technology
Audience expansion	OFF
Format	Single image ad, 1200x627
Landing page	<code>ai-for-professionals_inst_v6-express</code>

Meta parameters

Age	30-50
Interests	Asana, Notion, Slack, Trello, Monday.com, Microsoft Teams, Harvard Business Review, Management, Leadership
Behaviours	Small business owners, Business travellers
Exclusions	Software development, Computer programming
Creative angle	"The report that takes four hours takes six minutes"

Google Search

Keyword cluster K3 in 1.4. Higher CPC, higher conversion. Run separately from P1 so the budgets don't compete.

P3 — The Career Switcher

The one-line version: applying for jobs and keeps seeing "AI proficiency" in the listing.

Age	26-45
Role	Between roles, or actively looking. Often already changed careers once
Income	\$40k-\$95k
What they believe	"My resume is falling behind"
Buying trigger	A rejected application. A listing they nearly qualified for.
Product	AI Mastery Accelerator — \$260 one-time (21 courses reads as a program, not a course)
Angle	Employability (Angle A6)
Landing page	<code>ai-mastery-accelerator_inst_v5-review</code> or <code>inst_v1-direct</code>
Why one-time	This buyer wants it finished and on the resume, not dripped over ten months

Critical compliance note: this persona is the easiest one to get in trouble with. Never promise a job, an interview, a salary increase, or a certification that does not exist. Frame it as capability, never as outcome. See document 6.1.

Google Search parameters

This is the best channel for P3 by a wide margin. Intent is explicit and searchable.

Campaign type	Search only
Bidding	Manual CPC -> Maximize conversions after 15 conversions
Budget	\$40/day
Location	United States
Keywords	Cluster K2 in 1.4
Ad extensions	Sitelinks (curriculum / pricing / who it's for / FAQ), Callouts (No coding required, 21 courses, Permanent access)
Landing page	<code>ai-mastery-accelerator_inst_v5-review</code>

YouTube parameters

Campaign	Video, Website traffic -> Conversions
Format	Skippable in-stream, 30-60s
Budget	\$35/day
Custom segment	People who searched: ai course, learn ai without coding, ai skills for resume, ai certification beginners
Placements	Channels about career advice, job hunting, AI tools
Exclusions	Kids content, gaming, programming tutorials
Script	YT-3, YT-5 (see 3.3)

P4 — The Solo Operator

The one-line version: one-person business, the constraint is hours.

Age	27-52
Role	Freelancer, consultant, agency of 1-3, e-commerce owner
Income	Highly variable, \$50k-\$200k
What they believe	"My competitors are getting faster and I can't hire"
Buying trigger	A lost client. Price pressure. A month where admin ate the week.
Product	AI Mastery Accelerator — \$260 one-time
Angle	Throughput and margin (Angle A7)
Landing page	<code>ai-mastery-accelerator_inst_v1-direct</code>
Note	Thinks in ROI. "\$260 against one recovered day a month" is the frame.

Meta parameters

Age	27-52
Interests	Shopify, Etsy sellers, Upwork, Fiverr, Canva, Small business, Entrepreneurship, QuickBooks
Behaviours	Small business owners, Facebook page admins
Exclusions	Make money online, Passive income, Dropshipping, Cryptocurrency

Reddit parameters

Objective	Conversions
Budget	\$25/day
Subreddits	r/smallbusiness, r/freelance, r/Entrepreneur, r/consulting, r/marketing, r/Etsy, r/ecommerce
Exclusions	r/programming, r/learnprogramming, r/MachineLearning, r/antiwork, r/beermoney
Format	Conversation-style ad, no marketing language
Landing page	v3-listicle (Reddit responds to lists, not sales pages)

P5 — The Worried Employee

The one-line version: their company is rolling out AI and they don't know where that leaves them.

Age	35-58
Role	Accounting, HR, admin, customer support, operations. 8-25 years' experience
Income	\$50k-\$110k
What they believe	"Someone in a role like mine is going to be let go"
Buying trigger	A reorganisation. Layoffs in the sector. A younger colleague promoted.
Product	AI Made Simple — \$28 × 10
Angle	Employability through capability (Angle A1)
Landing page	<code>ai-made-simple_sub_v2-story</code>

Critical policy note: this is the highest-performing angle and the easiest one to get an account banned over. Meta rejects ads that assert a negative characteristic about the viewer — "Are you falling behind?" is a rejection. The angle must be framed as opportunity, in the third person, never as a threat aimed at the reader.

Safe framing: "The people getting promoted this year learned one thing first." **Unsafe framing:** "Your job is at risk. Are you falling behind?"

Meta parameters

Age	35-58
Interests	LinkedIn, Indeed, Microsoft Office, Microsoft Excel, Professional development, Continuing education, Human resources, Accounting
Exclusions	Software development, Computer programming, Data science
Copy	FB-5 and FB-6 only (pre-checked against the policy above)
Creative	simple-jobsec_1080x1080 / _1080x1920

Master targeting matrix

Persona	Product	Payment	Best channel	Landing page	Ad copy
P1 Stalled Starter	AI Made Simple	\$28 × 10	TikTok, Meta	sub_v4-quiz	FB-1..3, TT-1..4
P2 Overloaded Manager	AI for Professionals	\$39 × 10 / \$152	LinkedIn, Google	inst_v6-express	FB-7, GS-4, EM-3
P3 Career Switcher	AI Mastery	\$260	Google Search, YouTube	inst_v5-review	GS-6..8, YT-3
P4 Solo Operator	AI Mastery	\$260	Meta, Reddit	inst_v1-direct	FB-9, RD-2
P5 Worried Employee	AI Made Simple	\$28 × 10	Meta, Native	sub_v2-story	FB-5, FB-6, NT-2

Universal exclusions

Apply on every campaign, every channel. These save budget rather than adding reach.

Audience exclusions - Developers, data scientists, ML engineers, computer science students — the product is explicitly "no coding required" and this group will not buy - "Make money online", "passive income", "crypto", "forex", "dropshipping" interest clusters — high refund rate, low intent, poor quality traffic - Under 25 on the \$134 / \$152 / \$260 price points (fine on \$28) - Existing purchasers, 30-day window

Geographic - Start United States only. Add CA, UK, AU, NZ once the US campaign is profitable. - Never open to worldwide on a paid campaign. The click price drops and so does the conversion rate, which looks like a win in the click report and a loss in the payout.

Placement - Exclude mobile app inventory on Google Display (games in particular) - Exclude Pangle and news feed on TikTok - Exclude Audience Network on Meta only after 200+ clicks, not before