



IDEAL CLIENT PROFILE 2 - JESSICA



BACKGROUND INFO:

- Prolific writer, stay at home mom
- Not the family breadwinner
- Goes through big projects regularly, doesn't always follow through
- Social media newbie, eager to dive in and learn
- Archetype - Caregiver

DEMOGRAPHIC OVERVIEW:

- 33 year old Female
- Lives in the country, commutes
- \$175k/year household income
- Some college education
- Married, 2 kids
- Closet Pagan

MAIN GOALS AND ASPIRATIONS:

- Get published with a traditional book deal
- Define her message and have it be something outstanding

BIGGEST FRUSTRATIONS:

- Figuring out how something works
- Starting over from scratch
- Can't figure out how to build an audience

SEEKS SOLUTIONS FROM:

- Parents and husband
- Front page of Yahoo!
- Best girlfriend from college

COMMON OBJECTIONS:

- I just don't think this will have any effect.
- I still don't know what I'm doing.

TYPICAL PHRASES/QUOTES:

- "I just need someone to set this all up for me, then I can run with it."

BUYING TRIGGER:

- I'll build the ship. You can slide right in and pilot it to wherever you want to go.

WHY USE US:

- Detailed reports every week with work you can review
- Everything is designed to be beautiful, it's important