



IDEAL CLIENT PROFILE 3 - KATHERINE



BACKGROUND INFO:

- Prosperous marketing manager working for a big company
- Competent, professional, not always well-liked, but good at making friends.
- Champion networker. Knows everyone.
- Overweight, secretly unhappy
- Archetype - Hero

DEMOGRAPHIC OVERVIEW:

- 55 year old Female
- Lives in the suburbs
- \$85k/year household income
- Masters degree
- Divorced, 2 kids in college
- Atheist

MAIN GOALS AND ASPIRATIONS:

- Save enough money for retirement
- Look good to her boss

BIGGEST FRUSTRATIONS:

- Having to do everything herself
- Freaking out about money
- Doing anything with technology - usernames and passwords are always being lost

SEEKS SOLUTIONS FROM:

- Her boss
- BNI group
- Book club

COMMON OBJECTIONS:

- I don't understand how all this works, but I know it should work.
- What is this really going to do? Anything?

TYPICAL PHRASES/QUOTES:

- "How does that work, again?"

BUYING TRIGGER:

- I will be your outsourced digital marketing department. Anything that needs to be done, I will do it.

WHY USE US:

- Detailed reports every week with work you can review
- Everything is designed to be beautiful first and functional second