



Jacqueline Thompson

BUSINESS OWNER

📍 123 Anywhere St., Any City

📞 +123-456-7890

✉ Jackie@growingfast.com

Demographics

- 49-year-old woman
- Married 3 college-age kids
- Business owner - Spa services
- \$180,000 household income
- Lives in 63122 zip code

Communication Preferences

- ✓ Phone Call
- ✓ Text
- ✓ Email
- ✗ Video

Interests/Purchases

- Travel
- Entertaining
- Self care (spa, yoga, gym)
- Shopping (clothes, home decor)
- Foodie
- Wants grandchildren, none yet
- Spa-related services
- Uses Facebook, LinkedIn, beauty websites, beauty magazines

Jackie is a successful business owner with three kids. She has owned her business for three years and has little time for herself as she is growing quickly. Jackie enjoys the marketing aspect of her business, realizes she is not able to do it all herself but is not sure what to outsource or where to invest in marketing. She needs guidance mapping a plan to successfully scale her business.

Pain Points

- Comfortable with technology, but prefers simple, quick solutions
- Unsure how to scale the business without losing work/life balance
- Does not have a marketing/growth plan
- Feels isolated as her friends are not business owners. No one to bounce decisions with.
- Wants to outsource to make things more efficient, but doesn't know where to start

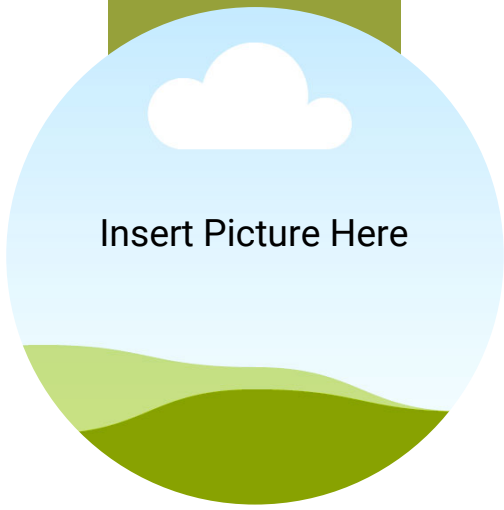
Motivations

- Passionate about her work, desire to grow
- Loves her family, does not want work to overtake her life. Has aging parents to consider.
- Earning more money to replace her prior income
- Spending more time IN her business by outsourcing

Why she works with us

- Trust, affordability, flexibility
- She appreciates our DIY and Done For You options
- Likes our variety of experts in the field
- Appreciates we are a women-based business
- She is loyal to good service





Client Name

DESCRIPTION TITLE

DESCRIPTION:



Demographics

Pain Points

Communication Preferences



Motivations

Interests/Purchases

Why she works with us

