

# CUSTOMER PERSONA

Demographic profile  
(age/gender/location/income/language):

23/Gen X  
Female  
Melbourne, Australia  
50K  
English Speaking

My name is:

Sally

Challenges/pain points/needs:

Wants to start a life coaching business but doesn't know how to create an aesthetic instagram feed/stories to attract potential clients. Doesn't know how to use Adobe and finds design programs too difficult.

Job/family status/background:

Receptionist (but wants to work for herself).  
Single (lives with friends).  
Australian-Born with Spanish background.

What are their goals? What do they value/find important?

She wants to grow her following on instagram so that she can convert her followers into customers and be self-employed.

Interests/traits/personality:

Social Media/Influencers/Personal Branding/Personal Development.

Prefers verbal communication, very bubbly, struggles with time management.

Where do they buy products/services?

Products from the Iconic, Showpo, Princess Polly. Services via instagram (e.g. she's worked with other coaches that she found through social media).

What types of media do they consume? What are their preferred social media platforms?

Instagram (#1 for sure)  
Tik Tok  
Facebook  
Snapchat

How do they go about making purchases? Where do they get purchasing information?

Follow brands/influencers on social media >>>  
Uses social media to window shop >>> Follows the links to conveniently buy of their website.

Barriers to purchasing our product/service:

She feels conflicted about spending money on her business without having any paying clients but she knows that she needs to attract clients through her content first.

Is your customer the same as your user? Why/why not?

Yes - She will be the one to purchase Canva Pro so that she can access + use the premium brand/design kits to make her instagram feed stand out and attract more "traffic".

