

BRENDA BUSINESS OWNER - CAFE OWNER AND MANAGER



DEMOGRAPHIC

Gender : Female
Age : 55
Location : Ironton, OH
Income : \$85,000
Family Status : Married, two grown children, one grandchild
House : Owns a single-family home with her husband
Education : Bachelor’s Degree in Business Administration

PSYCHOGRAPHICS

Values: Wants to serve her community, offer tradition, and enjoys to build personal connections.

Lifestyle: Lives at a slower pace enjoying time with family, but makes time for local events and supporting small businesses.

Hobbies: Reading, gardening, and community volunteering.

Personality: Friendly, practical, and cautious (especially when it comes to new technologies).

BEHAVIOR

Trusting: Brenda likes to consult other local business owners or their Facebook pages to hear about new things they are implementing.

Decision-Making: Brenda likes to be the sole decision-maker when it comes to her business.

Openness: Brenda is open to new ideas and technology but may proceed with caution.

GOALS

1. Increase local traffic and sales.
2. Simplify her marketing efforts to make more time for other business activities.
3. Build a stronger, more engaged online community.
4. Attract tourist traffic.

PAIN POINTS

- A. Limited marketing expertise and feels overwhelmed by digital marketing tasks.
- B. Unsure how to utilize a website to drive business.
- C. Budget-conscious and fears investing in marketing that doesn’t yield clear, measurable results.
- D. Feels her traditional marketing methods are becoming less effective for younger demographics and broad reach.

START-UP SAM - CEO AND FOUNDER OF A NEW SOFTWARE COMPANY



DEMOGRAPHIC

Gender : Male
Age : 32
Location : Ashland, KY
Income : No more than \$45,000
Family Status : Single, or very recently married
House : Rents an apartment or small house
Education : Master’s Degree in Business Administration, Computer Science, or Engineering

PSYCHOGRAPHICS

Values: Wants to grow his company with the help of new innovations.

Lifestyle: Lives fast-paced and is highly driven to work longer hours.

Hobbies: Reading tech news, coding, and listening to podcasts.

Personality: Innovative, ambitious, results-oriented, problem solver, and calculated risk-taker.

BEHAVIOR

Strong Communicator: Sam enjoys networking with potential clients and investors.

Decision-Making: Sam performs a ton of research on new ideas especially the ones that can be seen as a “risk”.

Visionary Leadership: Sam enjoys spending time on product development and strongly encourages his partners to do the same.

GOALS

1. Launch a professional and compelling brand identity that works well with his B2B target.
2. Scale the business to attract significant investment.
3. Clearly articulate complex software services in an accessible and benefit-oriented way for non-technical clients.

PAIN POINTS

- A. Building a brand from scratch with limited recognition and a tight initial marketing budget.
- B. Difficulty in market penetration and effectively reaching a very specific B2B audience.
- C. Need for quick, measurable results to demonstrate traction and value to potential investors and secure further funding.

NON-PROFIT NINA - EXECUTIVE DIRECTOR, ENVIRONMENTAL CONSERVATION



DEMOGRAPHIC

Gender : Female
Age : 44
Location : Portsmouth, OH
Income : \$60,000-\$65,000
Family Status : Married with two school-age children
House : Owns a comfortable single-family home
Education : Master’s Degree in Business Administration

PSYCHOGRAPHICS

Values: Community well-being, environmental sustainability, integrity, social impact, collaboration, accountability, education.

Lifestyle: Community-focused, busy, often balancing work with family and local involvement.

Hobbies: Hiking, gardening, reading about environmental issues, attending cultural events, volunteering in other capacities.

Personality: Mission-driven, empathetic, highly dedicated, analytical, collaborative.

BEHAVIOR

Passionate: Nina shows passion by attending community events, volunteering when her schedule allows, and by working for a cause she strongly believes in.

Leadership: Nina spends time managing staff and volunteers.

Dependable: Nina is very responsible and the board of directors sometimes depends on her to carry out their joint decisions.

GOALS

1. Effectively communicate their impact stories to the community, stakeholders, and potential funders in a compelling and measurable way.
2. Improve online visibility for grant opportunities and foster new, strategic partnerships.
3. Recruit and retain more dedicated volunteers for various projects and events.

PAIN POINTS

- A. Limited marketing budget, often needing to justify every expense and demonstrate clear ROI to the board and funders.
- B. Needs compelling, emotionally resonant stories (video, testimonials, case studies) to effectively convey their mission and impact.
- C. Requires clear data and reporting on marketing effectiveness to secure continued and increased funding and demonstrate accountability.

MANUFACTURING MARK - INDUSTRIAL BUSINESS OWNER



DEMOGRAPHIC

Gender : Male
Age : 62
Location : Wheelersburg/Portsmouth, OH
Income : \$100,000
Family Status : Married with three grown children
House : Owns a single-family home
Education : High School Diploma and Some Trade School

PSYCHOGRAPHICS

Values: Hard work, quality craftsmanship, reliability, loyalty, community, legacy, common sense, practical solutions.

Lifestyle: Dedicated to work, values tradition and legacy, enjoys stable routines. May enjoy hunting, fishing, or local sports.

Hobbies: Mentoring younger workers, restoring classic cars/machinery, local community events, spending time outdoors.

Personality: Hard-working, skeptical of new fads, values reliability, straightforward, prefers face-to-face interactions, loyal, can be resistant to change but understands the need for progress.

BEHAVIOR

Attention to Detail: Since Mark has been in manufacturing likely since high school, he knows the importance of this.

Communicator: Mark relies heavily on word-of-mouth marketing, so he creates relationships well.

Critical Thinker: Mark has had to develop critical thinking skills due to the industry he works in, because if he doesn't use them things can go majorly wrong.

GOALS

1. Modernize their business operations without losing their traditional values or customer base.
2. Ensure the business remains competitive in the modern market.
3. Improve online presence to appear more professional and trustworthy.

PAIN POINTS

- A. Outdated marketing materials and online presence that don't reflect the quality of their work.
- B. Difficulty reaching younger buyers or new markets who primarily use digital channels.
- C. Limited understanding of modern SEO or digital advertising strategies.

CRAFTSPERSON CLARA - INDEPENDENT ARTIST AND OWNER OF TEXTILES BUSINESS



DEMOGRAPHIC

Gender : Female
Age : 38
Location : Portsmouth, OH
Income : \$50,000-\$60,000
Family Status : Single or Partnered (unmarried)
House : Rents or Owns a small home
Education : High School Diploma and Some College Coursework

PSYCHOGRAPHICS

Values: Creativity, authenticity, self-sufficiency, sustainability, community, craftsmanship, and unique expression.

Lifestyle: Creative, independent, values freedom and self-expression. Actively participates in local arts and craft scenes.

Hobbies: Creating art, exploring nature, collecting vintage items, attending local music/art festivals, community building.

Personality: Creative, passionate, independent, authentic, resourceful, detail-oriented, can be shy about self-promotion but loves sharing her craft.

BEHAVIOR

Passionate: Clara is super passionate in her crafts and loves to share that passion with others.

Open-minded: Clara is open to new technologies and social media, but has issues with the strategic growth of her business.

Curious Thinker: Clara becomes curious of new ways of thinking about a situation and likes to try them out for herself.

GOALS

1. Establish a strong, recognizable brand for her unique craft.
2. Increase sales and reach a broader customer base beyond local markets
3. Improve online shop presence and streamline the sales process.

PAIN POINTS

- A. Struggles with effective product photography and compelling storytelling for online listings.
- B. Needs help with e-commerce setup, SEO, and targeted social media advertising to grow.
- C. Limited budget for professional marketing and photography.