## 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 husbandEducation : 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.

- 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**

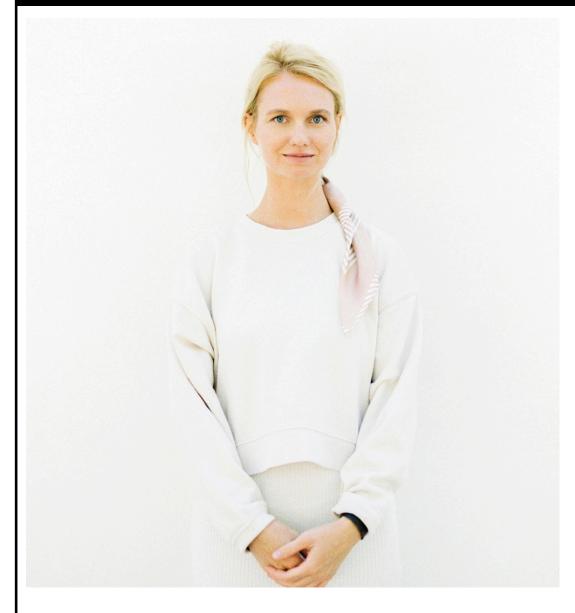
- 1. Launch a professional and compelling brand identity that works well with his B2B target.
- 2. Scale the business to attract significant investment.
- 3. Clearly articulate complex software services in an accessible and benefit-oriented way for non-technical clients.

#### **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 homeEducation : 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**

- 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.

- 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.

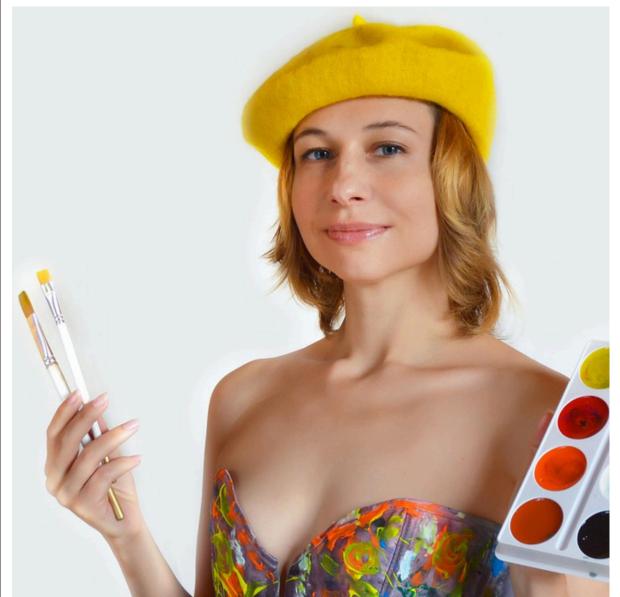
**Critical Thinker:** Mark has had to develop critical thinking skills due to the industry he works in, because if he doesn't use them things can go majorly wrong.

#### **GOALS**

- 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.

- 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.

- 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.