



## BACKGROUND

Job  
Family

## DEMOGRAPHICS

Age/Stage  
Gender  
Location  
Socio-Economic  
Education

## IDENTIFIERS

Role in Purchasing  
Comm Preferences  
Challenges  
Objections

**Name: THE BOSS**

- Owner of 50 employee business
- Divorced, 2 adult kids

- 55
- Female
- Sonoma County
- Middle class but is struggling with debt
- College educated

- The Decider
- Email for business, Facebook for personal
- Time, short staffed
- Already tried solution, didn't understand results