



# BUYER PERSONA



**BUYER PERSONA:** IDEAL SMALL BUSINESS

## MERCY PEREZ **LIFT ENERGY, INC.**

\$2-20 Million in sales

### BACKGROUND

- Principal at Lift Energy, Inc.
- 10+ years in the business
- 20+ years in the industry
- The strategic thinker in her business
- Female, 40+ years old
- Personal annual income of \$90K+
- Household annual income \$175K+
- Married with 2 kids under the age of 24
- Technology level is 5 out of 10

### PERSONAL

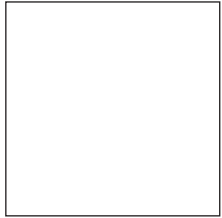
- Energetic, happy, achiever
- Family oriented
- You get what you work for attitude
- Active in her church or spiritual in nature
- Struggles with balancing home and work
- Feels successful at home and career
- Feels she's nice to people
- Feels she's good at what she does
- Not combative, instead a collaborator

### BUSINESS

- A brand in transition
- Wants to be more than a commodity
- Will buy if she sees value
- Wants to stand out
- Her brand is her identity
- Sees herself as a leader
- Needs day-to-day to be easier
- Possibly second generation website
- Freelancers and low level design not enough anymore.

### WHY SHOULD SHE CHOOSE US?

- We bring larger corporate experience that is well above what she has worked with—our portfolio supports this.
- We speak brand values, before website features; and marketing strategy, before marketing materials—we become consultants.
- We simplify website management and online marketing through technical support and an ongoing relationship—technology will be an asset, not a challenge.
- We have the experience but we are small, personable and friendly. We care.



**BUYER PERSONA:**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Annual Sales: \_\_\_\_\_

**BACKGROUND**

Demographics:

**PERSONAL**

Self-image:

**BUSINESS**

Pains & Attitudes about purchasing:

WHY SHOULD SHE CHOOSE US? The value we bring: