



## **This is Nicky**

### **Personal profile**

25-55 (40 – 55)

2 kids primary school age and teens

Happily married

Brown hair

Well off but not rich

Likes holidays and family time

Busy in the week with work and family time at the weekend. Often works at the weekend

Likes sports – football mainly but doesn't play

Sociable and big group of friends

Good work/life balance

She is healthy, does some exercise but wants to do more, image conscious but not vain, conscious, trendy, is a worrier and anxious, caring, determined, successful, happy, loyal, good listener, willing and trustworthy

### **Day in the life**

Typical day is up, breakfast, school run then work. Lunch (if time), work, school run then home. Dinner with family, household job, childcare, chill out with TV, reading up on work/business articles then bed

### **Business/work**

She owns a b2b or b2c business with up to 10 employees

Key decision maker

Based in Bucks

Established, not a start up and not normally a partnership

She was in corporate then went self employed (possibly because of children)

### Hot buttons

<i>External</i>	<i>Internal</i>
Wants more clients	Wants to be a success Wants to shut down any doubters
Worries about money	Her husband provides but she also needs to contribute. She regularly worries about bringing in enough money to cover her share
Wants more order and structure to her business/marketing She worries about how and when to get it all done	She is busy and time poor. Therefore marketing is haphazard and done as well there is time or inclination. She needs help to improve and a confidente.
She wants to be authentic	She also feels guilty about being a mum and whether she is doing a good job. Plus the time split between work and home.

### What they want from their Marketing agency/consultancy

Raise profile

Work efficiently and make them efficient

Pay attention and give attention to detail

To understand them and tailor make solutions

Make the relationship and service easy for them to use/follow

To bring them results

Make the process of marketing manageable and bring is some structure and control

Measure and follow up

Be in regular communication

Bring ideas and a fresh perspective

Get on with it

Give clarity and give them light at the end of the tunnel

Come prepared

Enable them, the business and the marketing

Give them control

Give them the gift of time, reassurance and confidence

### **Skills, income and behaviour traits**

Nicky is skilled with people, skilled in what she does, good at communicating, enthusiastic, prompt and driven.

Makes business decisions based on emotional reasons, but sleeps on it too.

If they use suppliers and from staff, he expects work to be done. Expects input into outsourcing/suppliers and to be involved.

Wants to earn £50 to pa but earns around £25K now. Disposable income of around £20K now

Turnover of £100K

### **Brand and lifestyle**

Fit and healthy, could be fitter.

Needs for time for themselves at work and at home

Likes brands and a good lifestyle. Not an emotional buyer and takes pride in appearance.

Business takes priority over most other things in life. Puts own self last and is a bit of a workaholic.

They get stress because they feel under pressure and not understood by partner. Sometimes stressed at home and work focussed a lot.

Fears not being a success and life is sometimes passing them by. Not always present or in flow.

Goals are to success and feel content and satisfied.

The future plan is to get more time at work back to do what they do best by outsourcing their marketing. Plus bring in more sales by them not having to work so hard.

They want to develop skills business wise and personally too.

Not religious or spiritual, but don't dismiss either. Intrigued but no time for that side of life at present.

Proud of themselves and achievements and their business. Content overall but still worries about money and sales for the future.

Introvert and extrovert, in differing situations.

Insecure over and about money.

Like and respected as a person and businessperson/boss/supplier

Willing to take 100% responsibility.

Favourite brands are Apple, Hoff, Liz Earle

Websites liked are Amazon and own website

Uses Facebook, Twitter, Instagram and LinkedIn

Gets news from BBC and Huffington Post

Reads the industry news/trade publication for their market and as well networking groups they belong too