

Kimberly Swanson



"Looking for a convenient and safe place for my child."

Age: 38

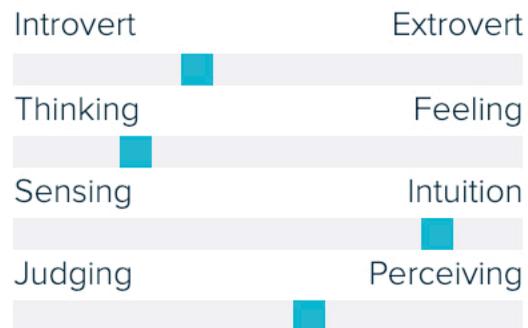
Work: District Manager

Family: Single, kids, dog

Location: Birmingham, MI

Character: Single Mom

Personality



Goals

- Looking for a martial arts school for child
- Help with child's bad behavior
- Help child with better self-esteem.
- Help child protect herself against bullies at school

Frustrations

- Last school closed
- Instructor not very knowledgeable
- Price is too high, would like a tiered pricing structure.

Bio

Kimberly is a 38 year old single mom who works as a district manager at a large financial company. She tries not to bring work home, but occasionally she has to. On those nights it's hard for her get to the work until she cooks dinner and helps with her kid's homework.

Kimberly has two kids: one nine year old girl and a six year old boy. She spends a lot of time driving them around town for their different school events.

Kimberly has sent her kids to a couple different martial arts schools and is looking for one that is able to stay open and has a flexible schedule to meet her needs.

Motivation

Incentive



Fear



Growth



Power



Social



Brands & Influencers



Preferred Channels

Traditional Ads



Online & Social Media



Referral



Mobile

