



Judy Rhodes

Age: 47

Occupation: Photographer

Education: Bachelor's Degree

Gender: Female

Income: \$23,000/year

Marital Status: Married with two children

Personal Information: Judy Rhodes started her own photography business a year and a half ago. Her husband works full time and her kids have moved out of the house, giving her the freedom to quit her long-time job as the receptionist of a legal firm. Judy is neat and highly organized. Her receptionist experience has left her with a better-than-average knowledge about how small businesses are run, but she's still figuring out how to make her own business successful. Earning lots of money doesn't matter much to Judy because she already has all she needs, but her income does play a role in how she feels about her business and her own work. She worries that people might think she's experiencing a midlife crisis, and won't take her passion seriously.

Relationship to Business: For the first few months of her new business, Judy relied on referrals from friends. Now she is looking to grow, but has very limited experience with marketing and gets overwhelmed easily. She knows the internet holds huge potential, but gets turned off by all the books and classes that promise to help her grow a huge following and get rich quick. She wants her marketing to align with her own values of passion, creativity, selfless giving and humility.

Purchase Decision: Judy found One Woman Marketing through a link on a photography blog. Reading a few blog posts, she enjoyed the mix of practical marketing tips and attention to mindset. She believes the right mindset is crucial to success in all areas of business, but has never seen this applied to marketing. She's also impressed by the clean graphic design and the credibility statements, which tell her that the author has experience and knowledge. Wanting more in-depth information, she decides to purchase an online class.