

PERSONAS FOR GREG CRABTREE

Revised 01/10/11

What are Personas?

Personas are fictional individuals created to represent the different customer types within your targeted demographic. Personas are intended to capture your customers' goals and behavior. By identifying and addressing the goals and behavior of these personas, we will create a human-focused experience for your customers, and a positive association with your organization.

We'd like to introduce you to the Personas for your organization.

- Eric the Aspiring Entrepreneur
- Tax Trouble Tammy
- Larry the Long-Time Business Owner
- Data Dearth Dawn



Eric the Aspiring Entrepreneur

"I'm looking for resources on how to succeed as a young entrepreneur"



BACKGROUND INFORMATION

Eric just finished his B.S. at Boston University and is interested in starting a software distribution business. Eric is seeking resources catered towards successful entrepreneurship and long-term business success.

PERSONAL INFORMATION

Profession: Recent graduate

Location: Boston, MA

Age: 22

Personality: Driven, hardworking, smart

Web savvy: Very web savvy

ERIC'S GOALS

Eric comes to the site to...

- Find immediate answers
- Locate resources for start-ups
- Look for structure for his business idea

BUSINESS OBJECTIVES

We want Eric to...

- Purchase book
- Sign up for e-newsletter
- Learn about events in his region
- Download free and paid resources

ERIC'S PAIN

SUGGESTED HEADLINE FOR ERIC

Has a great business idea but doesn't know how to implement it

Fool proof ways to Build your Business

Struggling to find professional / financial resources

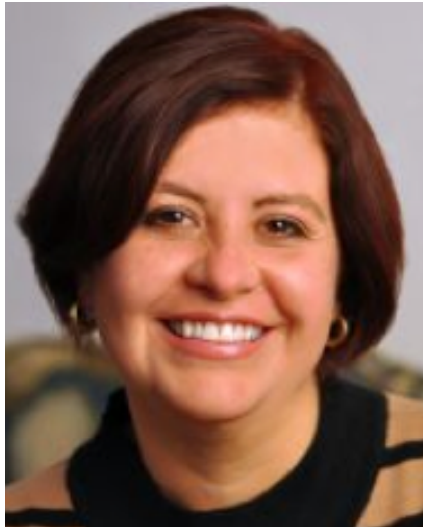
Sign up for my FREE Newsletter today!

Looking for how to create a profitable business model

Secrets to Business Success

Tax Trouble Tammy

“I’ve been operating my business for two years now and can’t stop running into trouble at tax time”



BACKGROUND INFORMATION

Tammy started a garden supply store two years ago and is struggling to maintain profitability despite consistent sales. She is trying to convert her sales into profit and stop struggling at tax time.

PERSONAL INFORMATION

Profession: Small business owner

Location: Montgomery, AL

Age: 37

Personality: Kind, detail-oriented, resourceful

Web savvy: Web proficient; likes face to face contact

TAMMY’S GOALS

Tammy comes to the site to...

- Get tips for handling her taxes
- Learn how to interpret financial data
- Read and analyze information online
- Find web / podcast series

BUSINESS OBJECTIVES

We want Tammy to...

- Purchase book
- Contact us with any questions
- Feel confident in our strategies

TAMMY’S PAIN	SUGGESTED HEADLINE FOR TAMMY
Struggles at tax time	Dealing with the Tax Monster under your Bed
Doesn’t know how to read financials / looking for easy to read reports	How to Keep Ahead of Your Financial Game Keeping Numbers Simple Learn Quickbooks Today!
All sales, but no profit	Simple Steps to Convert Sales into Profit

Larry the Long-Time Business Owner

“I’ve been running my company for 20 years and am looking for fresh new strategies to increase my profitability.”



BACKGROUND INFORMATION

Larry is a successful businessman and entrepreneur with an internal accountant. He’s frustrated with an under-performing co-owner and is looking for fresh strategies for reinvigorating his business model and increase profit. As a member of EO, he is familiar with Greg Crabtree's work and is interested in purchasing Crabtree’s book.

PERSONAL INFORMATION

Profession: Co-owner of business

Location: Seattle, WA

Age: 56

Personality: Competitive, responsible, energetic

Web savvy: Web proficient

LARRY’S GOALS

Larry comes to the site to...

- Purchase book
- Learn more about Greg Crabtree
- Discover new strategies

BUSINESS OBJECTIVES

We want Larry to...

- Purchase book
- Find out about a speaking engagement
- Be confident in Greg’s strategies

LARRY’S PAIN	SUGGESTED HEADLINE FOR LARRY
Struggling to find fresh business strategies	Envisioning your Business’s future
Dealing with under-performing co-owner	How to Deal with an Under-performing Shareholder Employee Eliminating Under-performing Employees
Trouble locating patterns in data	How to make your data talk

Data Dearth Dawn

"I am struggling to locate and analyze the right data for my business"



BACKGROUND INFORMATION

Dawn is a young entrepreneur who has operated a DVD duplication business for the past three years and is already familiar with Greg Crabtree. She has limited resources for internal accounting and is confused about how to collect and analyze appropriate data to make her business more profitable.

PERSONAL INFORMATION

Profession: Small business owner

Location: Los Angeles, CA

Age: 31

Personality: Hardworking, diligent, resourceful

Web savvy: Very web savvy

DAWN'S GOALS

Dawn comes to the site to...

- Learn about business data analysis
- Possibly purchase book
- Learn about Greg Crabtree's experience

BUSINESS OBJECTIVES

We want Dawn to...

- Purchase book
- Utilize online resources
- Sign up for e-newsletter
- Gain confidence in Greg's methods

DAWN'S PAIN

Worried there is a "magic metric" she doesn't know about

Confused about what numbers to look at

SUGGESTED HEADLINE FOR DAWN

Secrets to Understanding Data
Follow this Simple Financial Game Plan

Proven Strategies for Gathering Data
Making your data simple and readable