

Alice's Goals

- Sell photographs online -
- Gain more followers -

Alice's Challenges

- Low marketing budget -
- Low conversion -
- High bounce rate -

Alice's Fears

- Office jobs -
- Rising CPC -
- SEO -

Alice's Priorities

1. Identity
2. Cost
3. Time

Alice's Alternatives

- Hire marketing company -
- Hire marketing manager -
- Use Tool A -
- Use a combination of Tool B & Tool C -



Alice Likes

- Entrepreneurship -
- Photography -
- Travel -

Alice's Equipment

- iPhone 7 -
- MacBook Pro -
- Apple Watch -

Alice's Channels

- Facebook Group A -
- Blog B & C -
- Twitter -

Alice's Influencers

- Youtuber A -
- Journalist B -
- Friends C, D & E -

Hi, I'm Alice

The Freelancer

Age	27 years old
Relationship	single
Kids	no kids
Languages	Dutch, English
Education	BSc Degree
Job	Photographer
Income	25 - 35 k / year

EXTROVERT

OPTIMISTIC

EXPLORER

FRIENDLY