

IDEAL CLIENT BREAKDOWN

Branding Worksheet

Name Caitlin

Age 31

Gender Female

Marital Status S

Location Baltimore

Job Productions Director

Income \$65,000

of kids and ages
No kids

Level of education
Master's degree

Other Works for a non-profit

Mantra

Be the light you want to
see in the world. Be kind
to each other.



CARRIE OLSEN
PROFESSIONAL VOICE OVER

Goals and Values

- Increase clientele with advertising
- Work with clients who are doing good in the world
- Do her part to make the world a better place
- Serve her clients well with quality videos
- Become the go-to name for company's nationwide who want explainer videos
- To have the perfect voice option for every client

Challenges and Pain Points

- Limited knowledge of advertising
- Is often beat out by less expensive competitors with lower quality services, or more expensive competitors with more manpower
- Has a hard time finding voice talent who sound authentic and connect with her customers
- Doesn't want to spend a ton of time listening to demos

Objections/Decision Process

- Wants to be sure any VO she hires is versatile and can deliver audio quickly
- Needs to be convinced that paying for a premium voiceover will be worth it to her in the long run
- She can pretty much make the VO hiring decisions on her own, but she always runs any new potential hires by her business partner

Favorite Websites/Public Figures

- NPR
- Anderson Cooper
- Jimmy Fallon
- apple.com
- Ellen Degeneres
- The Atlantic
- www.apple.com/news/