

# 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.



## 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/](http://www.apple.com/news/)