

Reader profile example I

Name: Tom
Age: 32
Education: BA Marketing
Job: Marketing manager at a small company
Income: £45k (\$75k)
Car: Audi TT
Family: Married, no children

Favourite reads: Not a lot. Autobiographies of sport stars. Seth Godin.
Social media: Twitter, Facebook, YouTube
Favourite websites: BBC News, Copyblogger, SEOMoz
Favourite movies or TV: Sky sports, Dr Who

Other relevant stuff:
Sporty – rugby & cricket.

Dreams about:
A holiday in Australia. More money. A bigger house. Maybe kids in a few years.

Keeps awake at night:
Keeping up to date with marketing developments.
Persuading his boss to increase his marketing budget.

Is afraid to lose...
His job as economic times are tough

How does she/he make decisions?
He's quite rational. He looks for value for money.

Who does he trust and asks for advice?
On business matters he often checks with other marketers he knows from uni. For personal purchasing decisions he often discusses things with his wife.

What's important in life?
Career progression, money, his wife, his mates

Reader profile example II

Name: Joanne
Age: 37
Education: A-levels (college)
Job: Housewife
Income: Her husband works in IT and has an income of £80k (\$130k)
Car: 4x4
Family: Married, three children, a dog

Favourite reads: Donna Tartt, Stephen King, "I am Malala"
Favourite websites: Mumsnet
Favourite movies or TV: Eastenders, cooking programmes
Social media: Pinterest, Facebook

Other relevant stuff:

Likes scrapbooking, sewing and healthy cooking. Active as a volunteer with Brownies. Shops at John Lewis.

Dreams about:

Her kids having successful careers

Keeps awake at night:

Worries about the kids not doing well at school and worries about her husband working so hard

Is afraid to lose...

Her health

How does she/he make decisions?

Looks for local suppliers and considers green issues.

Who does he trust and asks for advice?

Relies on her friends for recommendations. Actively seeks advice on Facebook or Mumsnet, or sometimes asks her Mum.

What's important in life?

Family life