

# Bloom Co. Buyer Persona (New Audience)

## Name and Job Title

Shawna Wright,  
CEO and Founder,  
Your Holistic Life Coaching



## Demographics

Gender: Female

Age: 30-40

Income: 60-100K +

Education Level: Bachelor's Degree

Location: Calgary, Alberta, Canada

## Challenges and Goals

Challenge: new business; struggling to increase brand awareness

Goal: Gain 1 new client per quarter

## Likes and Interests

Outdoor activities, cooking, reading

## Social Media Activity

Most active on Instagram and Facebook

## Publications/Information Gathering

Entrepreneur, Inc., The Rising Tide Society

## Quotes (if available)

I know there is room for my business, but I'm not sure how to make it stand out and be sustainable, and the information out there is not overly relevant to women.