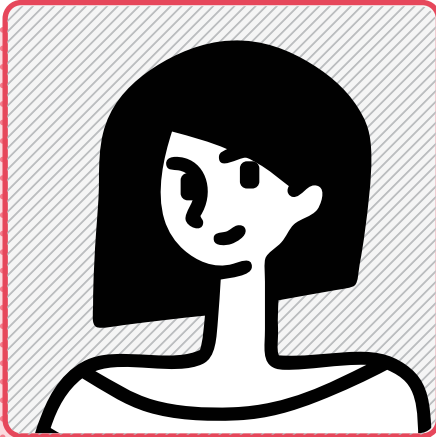


CONTENT WRITER JANE



AGE- 29

JOB- Content Writer

FAMILY- Married with 2 kids

LOCATION- Dublin, Ireland

PERSONALITY TRAITS

Hardworking

Outgoing

Highly Motivated

Passionate

BIO:

Jane is 29, a content writer from Dublin. She works as part of a marketing team for a tech start-up. Jane loves her job but she wants to start her own freelance writing business

GOALS:

1. Start her own successful business
2. To work from home
3. Achieve financial independence
4. To call the shots on her life

CHALLENGES:

1. Has to learn how to start a business
2. She will need to find clients
3. She is not tech-savvy
4. She has a limited budget


PEOPLE/WEBSITES

1. Medium
2. Gary Vee
3. Vox
4. Copy Blogger

SOCIAL CHANNELS:

1. Facebook
2. Pinterest
3. Instagram
4. Twitter

NAME:



AGE-

JOB-

FAMILY-

LOCATION-

PERSONALITY TRAITS

- 1.
- 2.
- 3.
- 4.

BIO:

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GOALS:

- 1.
- 2.
- 3.
- 4.

CHALLENGES:

- 1.
- 2.
- 3.
- 4.

PEOPLE/WEBSITES

- 1.
- 2.
- 3.
- 4.

SOCIAL CHANNELS:

- 1.
- 2.
- 3.
- 4.