



Kylie, Young Single Mom

A good customer persona is the first of five steps in generating your own exclusive online leads.

Let's get to know Kylie!



1

The Basics

Education Level:
High School

Job Type:
Service industry

Age:
23

Annual Income:
\$24,800

2 Details about Kylie

Where she lives
Apartment

What she drives
Five-year-old Honda Civic

Her family situation
Single with one child

Where she gets news & info
Facebook, Pinterest, word-of-mouth

3 Her interests, worries, aspirations

Her interests
Dating, music, movies, more education, career training, parenting

Her worries
Making ends meets, unexpected car repairs, providing/caring for and entertaining children

Her aspirations
Get a better job, get a better car, find love & happiness

4 What Kylie responds to online

Kylie may not have someone in her life to help select a good car to buy, to provide direct help or advice in maintaining the car, or repairing the car or insuring the car.

Consider using car-related offers such as a gas card or flat-repair "slime" and/or provide helpful content and information, such as short pieces on topics such as, "How Much Car Insurance Do I Really Need?" or "What NOT to Say After an Accident."