

Solopreneur Sally



Demographics

Age: 35-50

Skews Female

Dual Household Income: \$120,000

Education: University Degree

Industry: Professional Services

Annual Sales \$60K-100K

Location: Canada and US

Goals

- Increase sales above what she could make working for someone else.
- Have control of when and how much she works
- Would like to have employees or subcontractors working for her to increase sales and work levels.
- Generate more leads from her marketing

Frustrations

- Frustrated with the amount of yearly revenue
- Finds she doesn't have time for sales and marketing
- Has trouble convincing clients of her value.
- Prospect take long time to come to decisions
- Finds it tough to take time off

"I don't want to be pushy"

"My marketing doesn't seem to work"

How The Search:

- Google
- Conferences/Tradeshows
- Referrals

Common Objections:

- Not enough time to prospect for business
- Don't want prospects thinking I am pushy.
- I don't have the gift of the gab
- _____ doesn't work anymore.