

## Example Buyer Persona *Sally Johns*

Age:	26
Gender:	Female
Location:	Ringwood, Melbourne
Marital Status:	Single
Children Status:	None

### Career Details

Qualifications:	Certificate IV in Business
Job Title & Role:	Personal Assistant
Reporting to:	General Manager
Direct reports:	None
Annual Income:	\$60,000

Sally catches the bus and train to work in South Yarra. Her boss is a bit of a control freak and likes to sign off on everything. Her local lunch haunt is Two Birds One Stone café in South Yarra.

In her spare time Sally enjoys travelling to new and exciting places where she can meet people. She makes friends easily, and connects with everyone she meets on her Facebook page. She is bit of a greenie and dislikes seeing her mailbox full of junk, so is going to buy a "No Junk Mail" sign.

At night Sally likes to relax with a glass of wine while watching her latest favs on Netflix. Her iPhone and iPad are always within reach and she regularly checks into Facebook to see what her relatives overseas are up to. Sally is loyal to Apple because their products look good, are reliable, come with a warranty and she can easily access support if something goes wrong.

Sally uses Google as her oracle for fashion searches during her lunch break and is always hunting for bargains. Sally is security conscious and opts to use her PayPal account for any online purchases she makes. She loves accumulating points on her loyalty cards.

Sally is saving for a house and hopes to have a deposit saved in the next 3 years. She is not waiting around for Mr Right to make her future plans, she's going full steam ahead. Her motto is "There's no time like the present".