



How to Sell Handmade

MY IDEAL CUSTOMER PROFILE

DEMOGRAPHICS

- **Location:** Southern USA
- **Age:** 55
- **Marital Status:** Married
- **Religion:** Christian
- **Household Income:** \$150-\$200,000
- **Education:** College
- **Kids:** Grown, either not married or just married
- **Grandkids:** None
- **Job:** Business/Finance
- **Shops:** Williams Sonoma, Soma, Ballard Designs, Frontgate, Grandin Road, Ethan Allen, Tory Burch, Farmgirl Flowers
- **Reads:** Southern Living, Garden & Gun, Country Living, blogs
- **Watches:** Real Estate Reality, Fox News, Weather Channel, Food Network, Hallmark Channel, Bloodlines, Outlander, Bridgerton, The Home Edit, Selling Sunset
- **Drinks:** Coffee, Wine, Bourbon
- **Participates in:** Planning Vacations, Party Planning, Family
- **Discusses:** Recipes using the grill, Boating, Landscaping Ideas, Travel/Getaway
- **Ideal Uses:** holiday home decor to bring cheer to the home and create great curb appeal

PAIN POINTS

- Front Porch Decorating Ideas
- How to use flowers in home decorating
- Entertaining Decor
- Christmas Tree Theme Ideas
- Gardening, bringing the outdoors in
- Quick decorating styling techniques

CUSTOMER BIO



MEET BETH

Beth is a working 55 year old woman who lives in Texas. Her children are grown and living outside of the home. Beth wakes every morning 2 hours before she leaves for the office. She drinks coffee, reads the bible some days

and other days catches up on the news. She tries to exercise 3 days a week before work and while she eats breakfast, she's answering emails in order to hit the ground running when she gets to work.

While at work, Beth manages portfolios for wealthy clients and has a lot of working lunches but doesn't mind because she's able to network with other clients or individuals in her field. Her work is her life now.

She works until 7 PM, drives home listening to the Fox News channel on XM radio. When she gets home, she either heats up leftovers or uses the grill to quickly make a meal. In the afternoon, she calls friends, listens to the TV while multi-tasking light house work such as dishes and laundry, she grocery shops online, and likes to browse through home decor magazines, Pinterest and Facebook groups for inspiration and ideas, occasionally checks in on Facebook friends.

She likes to travel and plan family getaways when not working and her hobbies include, hanging out on the boat, piddling around the garden she pays someone else to plant, golfing. She rarely watches TV and can't commit the time or energy to get sucked into a TV series so any show she can turn on to drown out the quiet house, the better.

She worries about her ailing parents, the success of her kids, who will watch the dogs during their weekend getaway to the coast, ways to quickly update her seasonal decor. She does not over decorate when it comes to the holidays.

She's in bed by 10 PM every night, even weekends.