



## Ideal Customer Profile

**Business Name:** Beauty by Amber

### Customer details

Age: 34

Gender: Female

Education: College Degree

Employer (or type): Accountant

Income Level: \$70,000

Family Life Status: Single, No Children

Family Size: 1

Geographic Location: Kirkwood (City of Atlanta)

Other Key Traits: Woman of Color, strong preference for natural products, promotes and actively lives a healthy life, vegetarian, active yogi and hiker



Name: Tiffany Johnson  
(Fence-Sitters Persona)

### How I connect with this customer

Population of these potential customers that live in:

Metro-Atlanta	~9,600 (source statistic Atlas)
My Community	~70 (source statistic Atlas)
Other (define)	





Major challenge(s) my customer faces: Getting a good make-up product that both matches her skin tone, doesn't feel heavy, and is natural and healthy. She promotes a healthy lifestyle but prioritizes how the makeup looks. She has struggled to find cosmetics that are natural and flattering, so reluctantly uses mainstream products that she feels aren't as good for her skin.

My solution to my customer's problem is: Offering natural, healthy, and good-for-you foundation in a range of colors that are flattering to women of color, with easy color matching tools so she can easily select the best product for her needs.

I can best find my customer:

At these locations	Whole Foods, Trader Joe's, Sephora, Lululemon, Tough Love Yoga
Through these organizations	Outdoor Afro, Black Girls RUN! (Atlanta chapter), Atlanta Women's Accounting Association
On these digital platforms	Instagram (#natural, #organic, #vegan, follows high profile "naturalistas" and other influencers)
With these publications	Vegetarian/healthy cooking websites, WOC focused publications (Essence), yoga and other healthy living publications

Three people I know who match this profile:

Name	How you can connect with them
Jennifer	She's a good friend, I'll text her
Samantha	She's a co-worker, I'll ask her to get coffee
Carla	She's a good friend of Jennifer's. I will ask Jennifer to make an introduction