

# Personas

## Tom



### *Profile*

Tom, a 50-year-old small business owner who is feeling stressed and burnt out. Despite the success of his business, he is feeling overwhelmed by the responsibilities and pressure of running it. He wants to find a way to manage his stress and anxiety so that he can enjoy his success and have a better work-life balance.

Name: Tom

Age: 50

Location: Austin, TX

Job: Self-Employed

Salary: 150 000 \$/annually

Family: Divorced

### *Interests*

- Going hunting & fishing
- Taking rides in his chopper

### *Frustration*

- Declining business profits
- Having health problems

### *Goals*

- Building strong portfolio for his 401-k
- Finding new friends