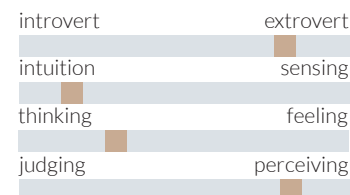


## Demographics

Age	46
Gender	Male
Occupation	Production Manager
Salary	\$87,000
Location	Harrisburg, PA

## Personality



## Bill Daley

“ I woke up one morning and realized that half of my life passed, I had to do something more hands-on. ”

## Biography

Bill has worked a 9-5 corporate job for 20 years. After finding his new passion of motorcycles, he joined a motorcycle club and became their merchandise officer. Bill is just learning the leather trade and looking to invest in a new machine. Never short on an opinion, he knows exactly what he's looking for and needs a company that can give him the quality expertise and support a new craftsman needs. After joining the forums at [www.leatherworker.net](http://www.leatherworker.net), a seasoned member recommended he buy a Cobra. After due diligence and plenty of hours of research, Bill is ready to buy.

## Needs

- Extensive library of helpful training aids
- Continued customer service and support
- Clear pricing and product structure (knows exactly what he wants, needs to find it immediately)
- Flexible payment plans for long-term investment

## Goals

- Keep costs low and affordable to keep nest egg safe
- Make enough money to recoup initial costs
- Find quality machines that are built like his motor

## A Typical Day

Bill starts his morning with black coffee and reading some forum posts on his iPhoneX. He's an active member of his local motorcycle club forum and [www.leatherworker.net](http://www.leatherworker.net). After getting ready for work and donning his custom leather jacket, he enjoys his commute with his Indian motorcycle. After spending just the required amount of time at his day job, Bill goes to work on his leather business. He watches LMC's training videos and any other material he can consume. He's ready to pull the trigger on the Cobra 4 Premium after months of deliberation and research.

## Technology

IT & Internet	■	■	■	■	■
Software	■	■	■	■	■
Mobile Apps	■	■	■	■	■
Social Networks	■	■	■	■	■

## Challenges

- Lack of training material and support
- No financing options or affordable machines
- Complicated systems of information