



## Mia

**Age:** 22

**Education:** College degree

**Hometown:** Los Angeles

**Occupation:** Musician

*"I love writing and singing music with a group of people. I really wish find an audience who understand my music"*

### Goals

- find an audience who love indie rock music

### Frustrations

- there is such a limited market for original independent artists.

Mia is a musician passionate about indie rock music  
She moved to San Francisco several years ago  
She performing at arenas and clubs  
Mia has problems promoting her music effectively  
What should she do next?  
How can she find a target audience for her music?