



Profile

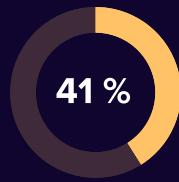
Name

James Smith

Location

Los Angeles, USA

Market Size



Nature

Occupation

Account Manager

Organized

Status

Married

Focused

Age

34 y

Clever

Preferred Channels

Social Media



E-mail



Traditional Ads



Devices



Smartphone

46 %



Desktop

54 %

Brands

PayPal



Google

Type



Rational

Prove that your product is the best - rationals are searching for the most effective solution. Provide tools to compare and see actual benefits.

Goals



Become financial independent

James aims to bring a financial certainty with passive income for the bright future for him and his family.

Take a long-term profit from investing

James wants to increase the value of his assets through investing in various products with lower risk.

Pains



Doesn't know what to invest in

James is looking for investment products and he has a great knowledge of the financial market, but still doesn't know what products would be a great fit for his requirements.

Being afraid of losing job

James is completely dependent on the income from his job. Losing of job could be a really serious problem for his whole family.