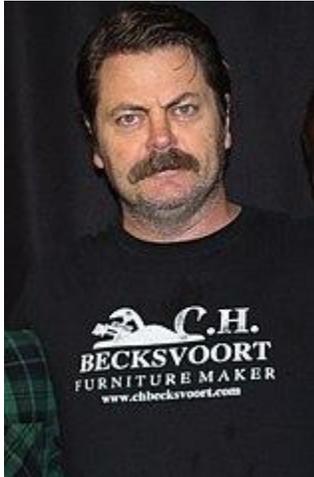


# Buyer Personas

## Buyer Persona 1: Ron the Truck Owner



Ron doesn't particularly like a lot of change. Ron is male, is nearing 40, has had the same truck for 15 years, and bought the same brand his dad owned. He considers himself loyal to his friends and businesses that serve him well.

Ron considers himself an honest salesman and has spent his career working for companies that appreciate his honesty and integrity with clients.

Ron married his highschool sweetheart and attends church with her and his daughter, Mercedes. Ron is very much a creature of habit and has only left his home state on the occasional business trip or a wedding.

Ron recently experienced a change that is causing him to rethink his current auto shop. It could be that they are no longer in business due to the pandemic, they charged him in a way he felt dishonest, or he is just wanting a new opinion about his trusty truck.

With an income of about 65k per year, he values businesses that value his time and his money. He lives in Provo Utah in the house he bought in his youth and is 15 years away from paying off his house.

He prefers straightforward communication, and no fluffy language. Though he is not a car "guru", he knows when someone is trying to pull the wool over his eyes. He will present friendly but will occasionally make comments that might indicate he does not trust easily.

## Persona 2: Tammy the Travel Blogger

Tammy is a 27 year travel blogger with no kids. She is a white woman driving a modified van she has used to start her dream of traveling the world by van. Tammy makes her living online with the occasional fivver gig for graphic design, blogging about her experiences, and as an influencer for brands on social media.

Tammy is originally from Omaha Nebraska but has spent her whole life traveling. She believes in positive energy being a life force in nature and spends her life in pursuit of discovering herself and the world.



Tammys income fluctuates but she brings in a steady enough income to support herself and her travels (roughly 1.5k per week). Tammy ideally would be passing through or visiting Utah when she runs into an unfortunate light showing up on her vans dashboard. Despite taking a lot of time to renovate the inside of her van, her trusty traven van has always “just worked” as long as she kept up on routine maintenance. Tammy is very kind and just doesn’t want to get taken advantage of since she has heard nightmare storeies about auto repair shops ripping people off.

When Tammy needs a repair, she finds the shop with the most positive reviews and takes it in for a checkup. Tammy prefers to shop local to support local economies so she might prefer Rockys to a General Autobody shop.

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## Keywords for Each Buyer

Ron the Truck Owner	Tammy the Travel Blogger
Budget truck tires, tire repair, auto service, best auto repair local, are big o tires good quality? Is Big O the worst case?	Auto repair near me, travel tires, long distance tires, best reviewed auto repair, tire shop orem,

Display Ad for Ron:

Websites to Run Ads on: facebook.com, saltlakatribune.com



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