

Hailee yoga teacher



ABOUT

Age 26-35 (Hailee, 27)

\$50k-75k

Not married

Holds a bachelors degree

SPIRITUAL APPTRIBUTES

Uses yoga as a catalyst to deepen spirituality, so Hailee is looking to find a healer that incorporates educational healing workshops into yoga studios.

PREFERENCES

Instagram ● ● ● ● ●

Facebook ● ● ● ● ●

"I like clean visuals most and the scroll feature of instagram is just easy"

Crystals ● ● ● ● ●

Oracle cards ● ● ● ● ●

"Im curious about learning about the different crystals! I love having my cards pulled, but don't feel ready to be using them myself"

MOTIVATIONS

I like to deepen my spirituality but need the accountability of a like-minded group to hold me to doing the work and showing up.

If I am going to invest in deeper 1:1 healing I want to know my healer first through a mutual community or via a close referral.

I like to see elements of myself and interests in my healer to know they will understand me.

CORE NEEDS

Needs a visually 'clean', pleasing and intuitive site where she can easily see a budget friendly option for group learning, with a healer that she can evolve with into to doing 1:1 sessions with.

PAIN POINT

Not having a clear website with budget friendly options and ways to 'test out' a healer before investing in their services, such as workshop accessibility and schedule.



Talya wellness coach

ABOUT

Age 26-35 (Talya, 32)

\$50k-75k

Engaged, not married

Holds a bachelors degree

SPIRITUAL APPTRIBUTES

Infuses grounding practices such as reiki, meditation and use of crystals into her wellness coaching business and would like to grow further.

ABOUT

Instagram ● ● ● ● ●

Facebook ● ● ● ● ●

"I only use IG because I find it more useful, its streamlined design & I like scrolling "

Crystals ● ● ● ● ●

Oracle cards ● ● ● ● ●

"I use both daily, oracle cards personally and crystals for both work and personal use. I would love to work 1:1 to better myself so I can be better for my business and partner."

MOTIVATIONS

I know I would infuse more into my business if I had a healer who understood integrating these practices into other spaces, such as coaching.

I want to work 1:1 because I like to ask questions and dig deep so I want to know there are options for how I want to learn.

I love beautiful websites, but not too done or it feels pretentious and stiff. I want to feel related to.

CORE NEEDS

Needs a visually pleasing and relatable site where she can easily see 1:1 options for deeper learning with a healer. Being a business owner herself, she needs pricing available to budget.

PAIN POINT

On the go I need a website I can quickly use on my phone that is easy so navigate, and not overwhelming to look at on a small screen while still giving me all the details & cost without hunting.