

GOALS & OBJECTIVES

- Become a profitable business
- Always be customer centric
- Increase sales by 10% at the end of Q2 in 2018
- Increase traffic on his blog
- Get 1000 customers at the end of 2018

HOW DID HE HEAR ABOUT US?

CONTENT

- Read a blog post shared by a friend about the importance of email deliverability
- Searched on google the best tools for sales email automation

SOCIAL NETWORKS

- Clicked on an article about how to craft perfect sales emails
- Saw a relevant comment on a problem he was also having on a B2B Facebook group

OUTBOUND

- Received an email to try out a new sales automation software



JOSH THOMPSON

Startup Founder

PATH TO PURCHASE

- 1) After reading an interesting blog post on lemlist.com he decides to start a free trial.
- 2) During the trial he read other blog posts in order to optimize the reply rate of his sales cold emails
- 3) After great results, he buys a paid plan for him and his team.

WHAT COULD HOLD HIM BACK?

- We already have a similar tool
- It's too expensive
- I don't do sales email
- I don't have time to test a new software

PROFILE

| | |
|--------------------|---|
| Age | 32 years old |
| Country | United States of America |
| Position | Founder, growth oriented |
| Hobbies | Team sports, TV shows, Going out with friends. |
| Interests | SaaS lover who enjoys testing new products |
| Typical day | Focus on growth and customer acquisition. |

"I try to automate as much tasks as possible in order to make the most of my time. MRR is the only metric that matters for us at the moment!"