

Social Curator: Ideal Client Profile

Elle lives in Manhattan Beach, California with her college sweet heart husband (who is a lawyer) and their two sons, ages 3 & 5. Elle started her business creating bespoke and artisanal goat milk soap. She sells her bath line at local farmer's markets and her online shop. Elle wants to grow her business online and build a brand she is proud of... but she feels overwhelmed with social media marketing and wishes she had more TIME to work smarter, not harder.

Elle spends her weekends making homemade pancakes for her boys but quickly rushes them out the door so she can catch up with work, email, and plan her social media, before she packs her Range Rover for the Sunday Farmer's market. During the evening Elle meets her family at a local organic pizzeria where they catch up and talk about their next big vacation. Last summer they spent two weeks in Greece, but they look forward to tasting pizza in Florence and Naples as a family.

After her kids are put to bed and Elle's husband is prepping cases for his clients' court hearings, Elle shops online at Anthropologie and Nordstrom, although she also enjoys shopping via Instagram when her favorite influencers tag a vendor. Before bed she will flip through her favorite magazines: *Magnolia*, *New York*, and *Domino*. Most often Elle will discover a helpful tutorial on DIY homegoods in the magazines that'll result in a rabbit-hole search of YouTube videos for more information, including helpful videos that'll help her learn how to run a business. Yes, her search history is a miasma of thoughts and desires to learn more. *...

Elle binges on organizing documentaries on Netflix, usually depending on her favorite celebrities to add recommendations (which is how she discovered Marie Kondo and "Get Organized with The Home Edit"). Elle loves Joanna Gaines, Bri Emory, and Elsie Larson for their artistic creativity and often consumes their IFTV content for hours at a time.

Elle loves to splurge on activity adventure trips with her sons, often getting messy, feeling exhausted when she gets home... but loves every minute of it. She cherishes these memories because she savors time with her family but doesn't want to lose her identity as a business owner and independent thinker. She desperately wants to make her business thrive but isn't sure of her approach and feels lost in the world of online marketing. ...?...

Elle is thrilled to discover Social Curator to help develop her brand and build her social media marketing strategy to get a steady stream of customers raving about her business.