



BOHO LOGS[®]

CUSTOMER PERSONA

CONTENT

3

OUR IDEAL
CUSTOMER

4

BACKGROUND
& DEMOGRAPHIC

5

PASSIONS &
DREAMS

7

IDENTIFIERS &
GOALS



*THINK LIKE
A QUEEN*

8

OVERCOMING
CHALLENGES

9

REAL QUOTES &
WHY TO BUY OUR
PRODUCT?

10

MARKETING
MESSAGE AND
ELEVATOR PITCH

NATURAL HAIR MOVEMENT



NATURALISTA SELFIE SLAY
QUEEN

OUR IDEAL CUSTOMER

She is a graduate currently living in Brooklyn NYC. She is 28 and established in her career path, she is creative in the media industry, she has a big vision for her career. She is 'woke' and a Naturalista in her heart.

The NATURAL HAIR MOVEMENT is what woke her up and she is unashamedly black and comfortable mixing with people of all races. She values investments over short-term gains and understands the importance of building for the future.

She supports black-owned businesses where she can. Proud of her appearance she is willing to invest in quality protective styles that fit in with the natural ethos, protect her hair and help her slay on the daily.

Once she finds a brand or a style that she likes she will support the company and purchase many alternative styles, showing them off on social media. She is a natural brand advocate.

She is a trendsetter and the coolest in her friendship group. She likes to stand out and share her cool, lift and woke lifestyle on social media.

BROOKE 28

SHE IS UNASHAMEDLY BLACK



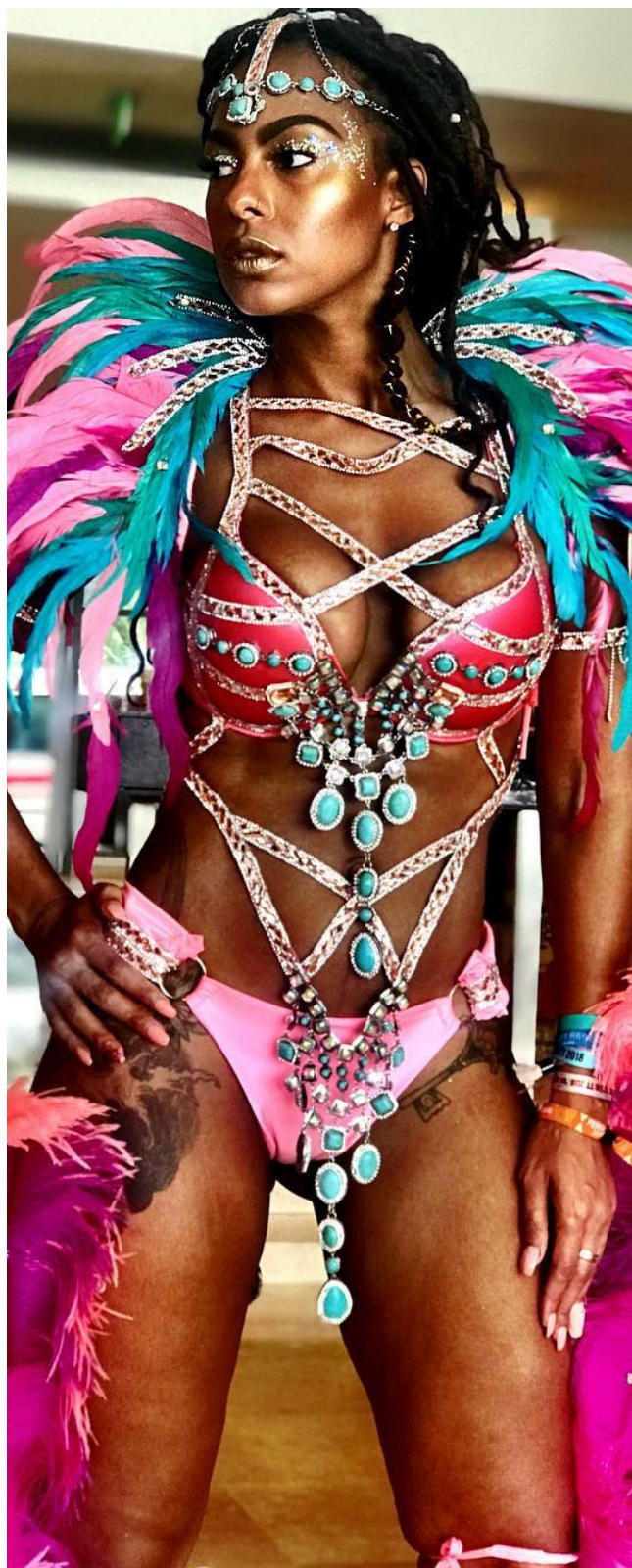
BACKGROUND

- A Professional graduate on a strong upward career trajectory
- Creative or Media Industries
- No children yet but waiting to settle down to have kids at the right time.

DEMOGRAPHICS

- 25-34 age group
- Successful and driven
- \$40,000 - \$100,000+
- Upper and middle-class lifestyle
- US East Coast Cities (NY, Brooklyn, Williamsburg etc)
- Lives in their own apartment (rented or owned) in an already established or fast upcoming area. May live in a house share with like-minded women or live with partner.
- African American. Pretty, cool and attractive (and knows it, has the selfies to prove it!)

*SHE IS WOKE AND A NATURALISTA
IN HER HEART*



SOURCES OF INFORMATION

- BOOKS: African American History and Politics
- MAGAZINE: Essence, Ebony, Black Enterprise
- BLOGS/WEBSITES: Essence, Natural Hair Rules, Refinery 29, BET (Black Entertainment Television)
- FESTIVAL/EVENTS: Black Life Matter March, Afro Punk, Essence Fest, Carnivals
- GURU: My Natural Sisters, Naptural85, Everybody Hates Angel, How To Black Hair, Jazz Nicole, Boho Locs, Natural Curly

**LIVE THEIR
BEST LIFE**

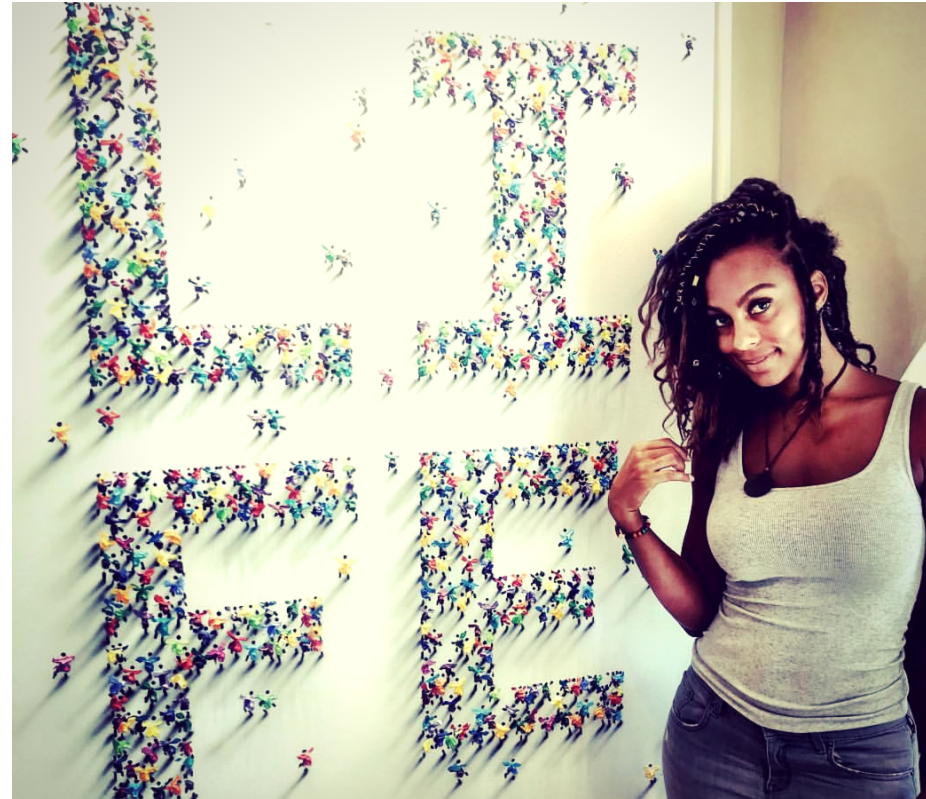


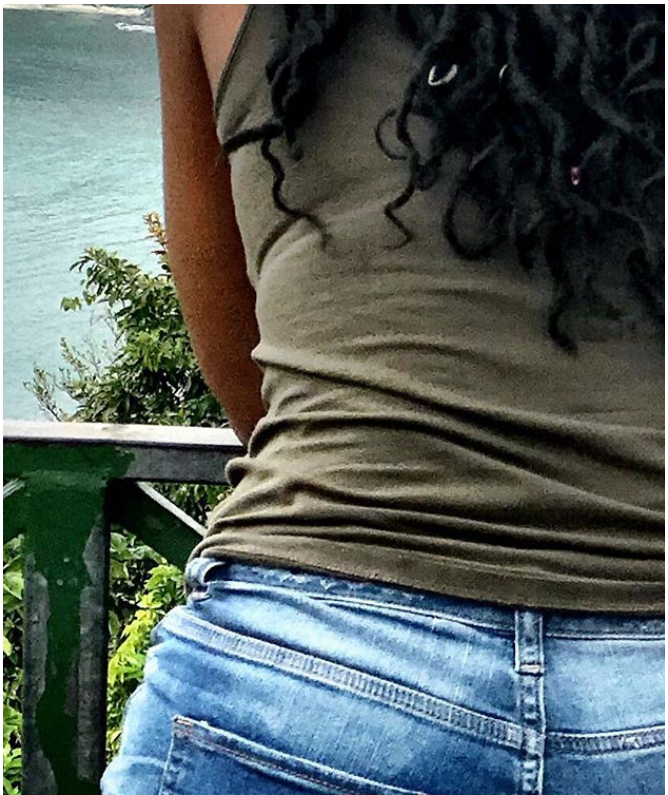
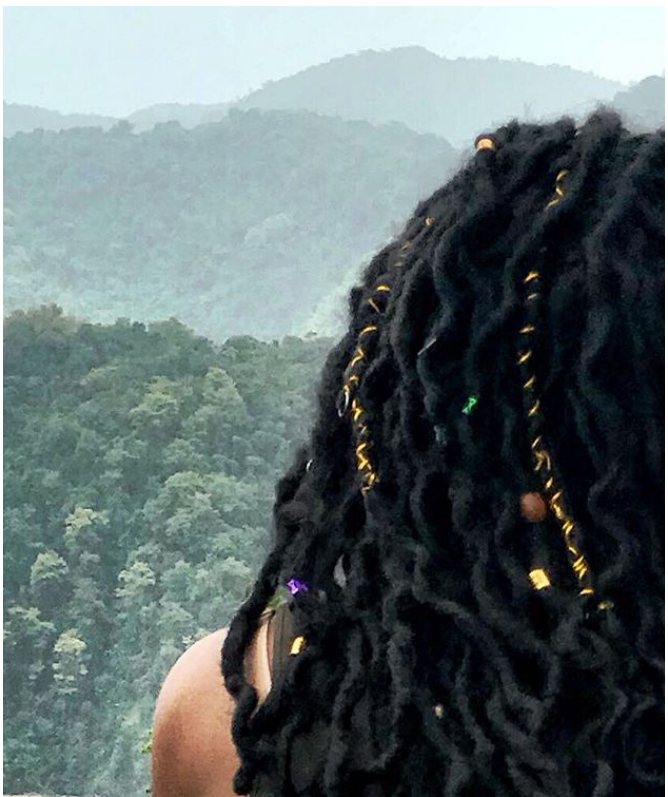
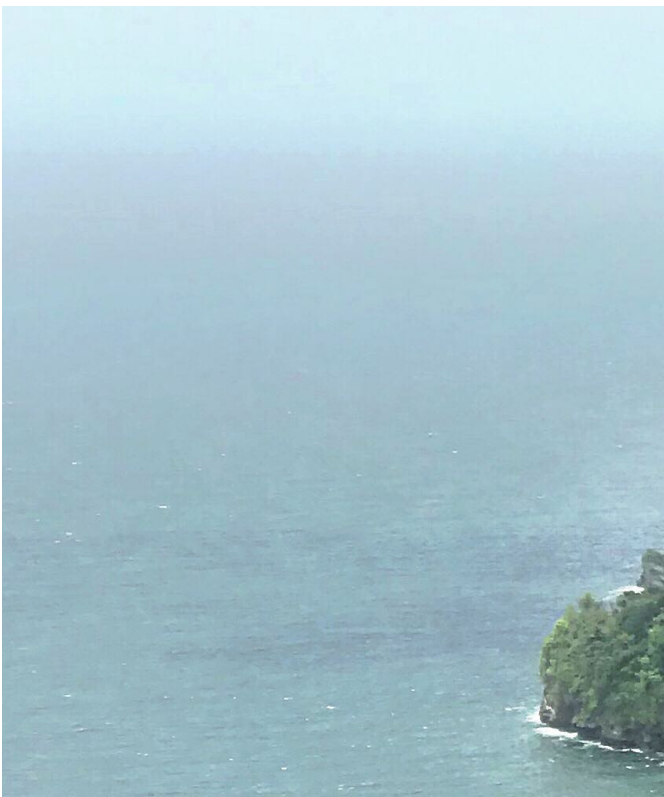
PASSIONS

- Passionate about looking and feeling their best
- Passionate about being seen as a leader and the coolest within their friendship group and peers.
- Want to LIVE THEIR BEST LIFE and live a full and interesting life.
- Want to travel and explore the world.
- Believed strongly in personal development and the importance of building a career, business or assets for yourself.
- Passionate about building the black community. Wants to move forward.
- Passionate about looking good on social media

LIFE GOALS, DREAMS AND DESIRES

- Ultimate goal is to live comfortably and have disposable income.
- Goal to soon become a homeowner if they aren't already one.
- Ultimate goal is to LIVE THEIR BEST LIFE and have lots of unique experiences.
- They have a lively social life with lot of friends on the same page
- They want to be seen as the COOL and DIFFERENT Black Woman. (The new black)
- Travel - they have a strong desire to travel and see the world AND show it off on social media.





IDENTIFIERS

- Someone with a strong sense of personal style and someone who takes pride in their appearance and standing out.
- They are completely sold on the NATURAL HAIR MOVEMENT and believe that is a move forward for the black community.
- As a result, they are PRO BLACK and are keen to invest in a PRO BLACK business when they can
- A NATURALISTA or someone who has just begun their natural hair journey
- Someone who is into and uses social media platforms like Instagram, Facebook, YouTube to share their lifestyle. They are popular on their social media channels.



HAIR CHALLENGES

- The primary challenges would be finding a style that looks natural,
- They also want a style that is COOL looking and easy to apply
- They don't mind spending money on their hair but they want to be sure to get value for their money.

HAIR GOALS – PRIMARY GOALS? SECONDARY GOALS?

- Their goals would be to protect their natural as it grows number 1.
- They want a style that LOOKS NATURAL and fits in with the NATURAL they are in their heart.
- They want a style that is easy maintenance and something that is versatile.
- If they find a style or brand they like they are likely to want to try it multiple times in a range of styles and colors where possible.

WHAT CAN WE DO

- We offer protective styles FOR NATURALS BY NATURALS
- They are premium quality protective styles
- We provide resources to help them get the best out of the product
- Stellar Customer service, where we treat each customer promptly and with due care and attention. Resolving issues easily and giving each customer a happy result.

OVERCOMING THE PRODUCT LOOKING NATURAL

- Strongly focusing on reviews that advocate about how natural the hair looks and feels
- We have a range that looks natural on a lot of different people.
- Show them different ways to install and style the product to get a natural result.

OVERCOMING THE COST OF THE PRODUCT

- Distract them from the cost by driving them to focus on the quality and naturalness of the product, positive reviews and who's wearing the product!
- Create a LIFESTYLE for the brand, to further remove the pricing from their minds.
- Encourage the loyalty scheme - rewarding customers with discounts for purchasing
- Introductory discounts and loyalty discounts.

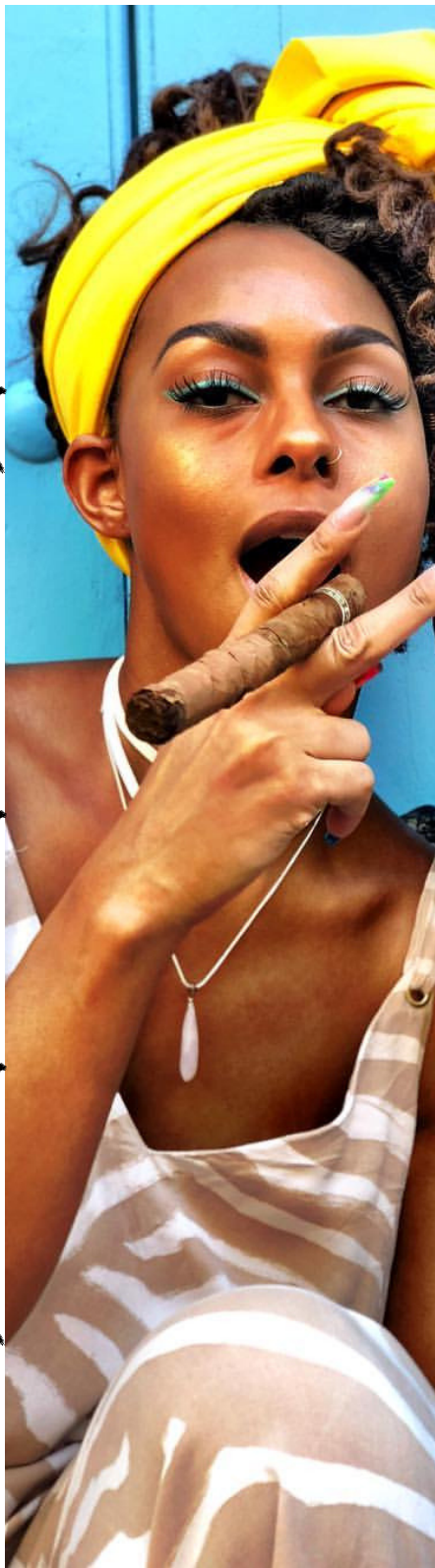
OVERCOMING EASY APPLICATIONS

- Influencers that customers already trust to show them how to apply the product

FOR NATURALS BY NATURALS



*I WANT GOOD QUALITY HAIR THAT
IS DURABLE AND REUSABLE*



REAL QUOTES – ABOUT GOALS, CHALLENGES ETC.

- “I want my hair to grow and it grows best when braided”
- “I want to be able to look and feel good whilst wearing a protective style”
- “I want a hassle-free hairstyle”
- “I want GOOD quality hair that is durable and reusable”
- “I want hair that is easy to install and ideally hair that doesn’t take FOREVER to install”

COMMON OBJECTION – WHY WOULDN’T THEY BUY OUR PRODUCTS?

- Price – too expensive
- Shipping and delivery being too long – taking too long
- Difficulty installing – I can’t do it by myself



FIRST AND FOREMOST WE
ARE BLACK FEMALE OWNED
THIS SHIT IS FOR US





MARKETING MESSAGE AND ELEVATOR PITCH

“First and foremost, we are Black Female Owned! THIS SHIT IS FOR US.

Because of this, we believe we KNOW what people REALLY want from quality, and natural looking protective styles.

We understand how it is you want to FEEL in your extensions and we understand what you want to get out of your extensions.

We understand that you want your extensions to be lightweight, natural, cool and sexy. We understand that because those are OUR needs as well.

So, what we've done as a result of this is developing a product that is as high quality as it could be, that looks as natural as are straight LIT. Our products are reusable, many customers will reuse their locs multiple times, which not only highlights the longevity and quality of the product but also what a quality investment our products are."



THIS SHIT IS FOR US

BOHOLOCS®