

CUSTOMER AVATAR

Name: Nick Samuels

Email:
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Demographics

Age: 24 years

Sex: Male

Location: 1354 Nevine Valley Road, IL 35784

Education Level: Post Graduate

Occupation: English teacher

Annual Income Level: \$ 59,000

Marital Status: Married.

Language: English, Spanish

Number of Family Members: 5

Background

Nick Samuels is a middle aged man, married and a father of three girls. He has been working as a highschool english teacher for the past 15 years. He chose to get into teaching because it brought him a lot of joy. Over the years, he has been studying further, and recently acquired a post graduate degree in Linguistics. He especially enjoys teaching composition, and composes some articles for use during his class teachings. Now, he wants to expand his composition and write for bigger audiences, Amazon self-publishing is an option.

Goals

1. To increase his family income
2. To engage in a money making activity that he is comfortable doing
3. To use his passion in Linguistics beneficially, for himself and his family
4. To improve his skills in writing.
5. To reach a wider audience with his written work.

Challenges

1. Self-doubt about the quality of his writing
2. He is joining an age old industry with great competition
3. Need to establish a specific writing niche that will be interesting enough to get an audience
4. A long time required for his work to get discovered on the online platform, and for him to gather enough readership.

Sources of Information

Books or magazines: Amazon self publisher Magazine - Amazon. com

Blogs or websites: How to self publish a book through Amazon- Forbes.com

Gurus: Andy Weir, Meredith Wild.

Others: Jason Whaling channel.

