

WHO ARE MY CUSTOMERS?



MOTIVATED INNOVATORS + IDEA PEOPLE

I work with action-oriented clients who are unafraid to press “play” on good ideas. All they lack is a production expert to convert those ideas into real-world products, brands, and release strategies. My best clients are collaborative, motivated, and thrilled to be matched with a thoughtful creative partner.

The data below is a high-view look at my past client roster from 2006 through 2020. Please note that some percentages overlap one another and represent a breakout of a key sub-demographic. At the bottom, I’ve included generalized categories for my content as well.

- ✗ Age 35-55; Male 60% Female 40%; Of that, 20% LGBTQ
- ✗ English Speaking 80%, Spanish Speaking 12%; Multilingual 8%
- ✗ USA 84% [NYC 22%, International 16%], EU International 16%
- ✗ Arts/Entertainment 68%; Tech/Mobile 44%; Non-profit 21% Travel 15%
- ✗ Non-fiction Readership: Independent Contractors, Travelers, Artists, Digital Nomads, Founders, Musicians, LGBTQ, Startup Employees, Career Pivoters

While broad-ranging, my customers share one commonality: They want their challenges answered with current and flexible strategies and materials.