

The Escaper



"Be bold, be brave enough to be your true self." ~Queen Latifah

Age: 38

Work: Career Climber/Biz Owner

Family: Married with 2 tweens+

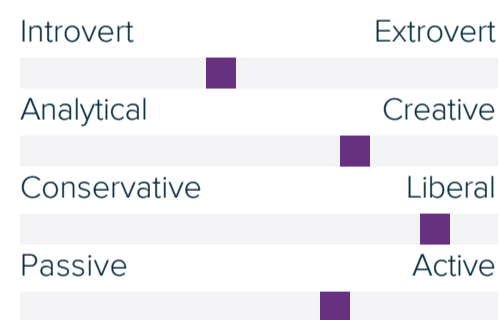
Education: College educated

Salary: \$50k+

Values: Flexibility, family, spirituality, relationships, time, education, personal growth, health and wellness

Guilty Pleasures: Trap music, gourmet treats, watching reality TV, reading fiction books

Personality



Goals

- Be courageous enough to live a life on her own terms.
- Break generational chains of tradition that doesn't work anymore.
- Create a better self-care practice.
- Create lifestyle freedom through profitable ventures (work or business).
- Live an extraordinarily fulfilling life.

Frustrations

- Feels lost trying to achieve some type of work-life balance.
- Lacks the support needed to take the next step towards her goals..
- Tired of pleasing others to no end.
- Keeps letting procrastination, perfectionism, and overwhelm consume her
- Never has any time for herself.

Bio

The Escaper is an ambitious woman and does a lot on her own – way too much, in fact. But she's proud of what she's been able to accomplish so far. Yet she isn't where she wants to be and is unsure what to do next.

She's worried she's losing her motivation, frustrated with being busy but not achieving as much as she'd like, worried about her kids' future, her family's finances, and retirement. More and more, she is becoming drained physically, mentally, and creatively.

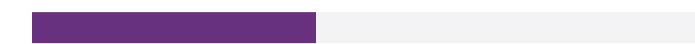
She just wants to do better. Have better. Be better. And have fun while on the journey.

So she doesn't give up. She continues to search for a community of people who gets her, who can share their lessons and experiences with her, and who can motivate her to take the next visible step even while being fearful.

She has faith and has vowed to never abandon her goals. She feels she is about to make a big mark on her little corner of the world!

Preferred Channels

Traditional Ads



Social Media



Referral



Online Content



Where She Plays Online

Facebook

Instagram

Pinterest

Podcasts