



Ashley Richards

30 | Female | Denver, CO

HR Manager

Engaged to be Married



“ My wedding day is one of the most important days of my life! I want make sure to look good as good as I feel! ”

GOALS

- I need to find talented professional hair and makeup artists online
- I need to hire the "right" professional for my wedding day

MOTIVATIONS

- I want to look good in my wedding photos.
- I want to make sure my styles last the entire wedding day.
- I want to enjoy the day and spend quality time with my ladies instead of worrying about hair and makeup.

BEHAVIORS

- I like to scroll on Instagram and look at beauty influencers.
- I read reviews online for local services.
- I reach out to friends and family for their recommendations.

FRUSTRATIONS

- I have to spend many hours trying to find someone.
- I'm not sure if I can trust online reviews.
- What if I'm not happy with the services I receive?

