



## Julia

*The Escapist*

**Age:** 26

**Occupation:** Real Estate Agent

**Earnings:** \$4,000/mth

Frequent Buyer (more than 2 books a month)

As a Real Estate Agent, Julia is constantly on the go juggling multiple clients at once. At the end of the day she wants nothing more than to go home and relax with a good book.

Julia is always looking for great fantasy novels that she hasn't read yet and when she finds a good book she devours it in no time flat.

The last thing Julia wants is to go home and not have a great book waiting for her.

Julia has two dogs and a house in the suburbs. She's very active in her community and has recently been trying to start a neighbourhood book club.

Julie uses an iPhone 500 while on the go and MacBookPro at home, however she still prefers to read her books on dead tree format.

Photo: <http://www.flickr.com/photos/bigd2112/5028522377/>

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A few days in Julia's life:

**Monday** she has five showings spread across town for three different clients. She will leave 9:30 am and won't get home again until around 6pm. Today is going to be a heavy driving with lunch on the run and time to do some reading in a few coffee shops. She's most of the way through the most recent Terry Pratchett Snuff and wonders what she will read when she's done. At 1:15 she gets a call her 2:00pm client has to cancel. All of sudden she has 2hrs to kill on the coffee shop. Knowing she's near the end of the Pratchett novel she pulls out her phone, pulls up the SmallestOnlineBookstore app and goes for a wander looking for something to read. She asks the app to her what is similar to "Snuff" that she might like. The app suggests 3 books ("Good Omens" Terry Pratchett and Neil Gaiman; "The Hydrogen Sonata" by Iain M. Banks and "Dune" by Frank Herbert) based on what her friends are reading and staff recommendations. She has tried Frank Herbert before and didn't like his writing style. So she mark's the book as read and rates it 3 stars. That leaves her "Good Omens" and "The Hydrogen Sonata" to try rather than dither she just orders both. As she's ordering she thinks I'm about to finish the current book and I need these home fast.

**Tuesday** She finishes the Pratchett novel, as she heads out to meet her clients she has to grab a book she's read in the past off her bookshelf. She curses where are my new books.

**Wednesday** Still no new books, out first thing in the morning so she takes the same book as yesterday. Home at lunch and in her mailbox are the two new books. Heaven.

**Thursday** Julia sends an email out to ten nearby friends about setting up a book club to start discussing recent fantasy novels. Julia includes a link to "Snuff" on our site in the email. She also invites her friends to join the SmallestOnlineBookStore social network.