



Age: 35
Location: Rural
Education: Any
Income: Affluent
Job: Childcare Center Director
Role: Buyer

Caring Nurturer

Millennials like this are usually warm, outgoing and talkative. They make friends easily and are often popular and well-liked because they are attuned to the emotions of others. They tend to be guided by their intuition and live in the moment. Those they are close to consider them helpful and empathetic, and appreciate them because they love to inspire others. They care deeply for family and friends, and often have a wide circle of friends because they see the potential in just about everyone. They are often inspiring leaders who act as catalysts for individual and group growth.

Needs:

- Be happy
- Be confident
- Be consistent

Nature:

- Very persuasive
- Reactive

Orientation:

- Relationship-oriented

Decision-Making Process:

- Heuristic
- Charismatic
- Relies on “sixth sense,” “gut reactions” and hunches

Group or Self?

- Self

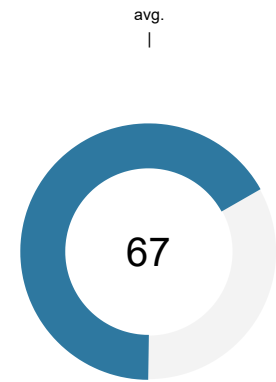
Is All About:

- Own needs

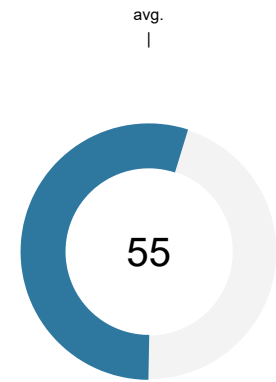
What is happening



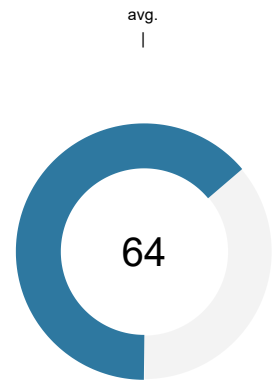
Personality Traits & Characteristics



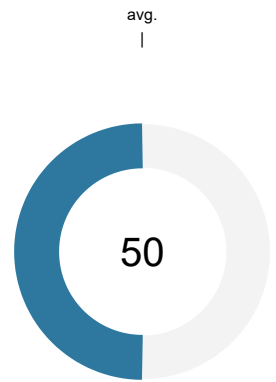
Agreeableness



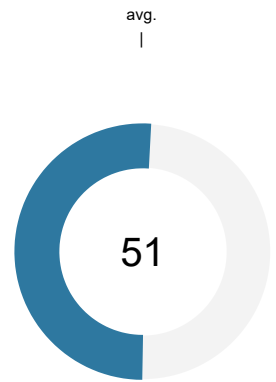
Openness



Impulse Control



Doing Vs. Thinking



Extroversion

Brands & Lifestyle Choices





Motivation:

- To keep in touch & keep up
- Share

Connections:

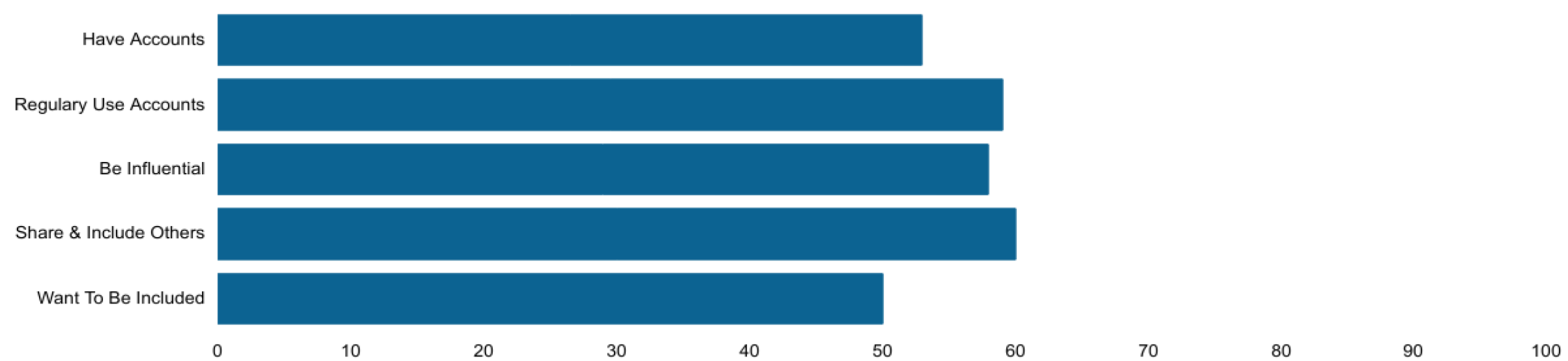
- Type: Social
- Target: Friends and family



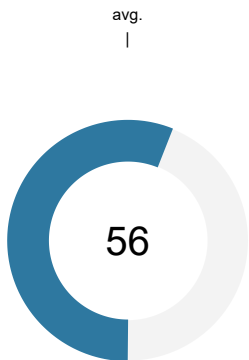
Orientation:

- Self

Social Media Tendencies:



Relationship Interest:



Open To Interactions?

- Follow
- Like
- Comment
- Comment

Favorite Activities:

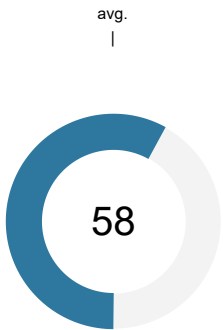
1. Upload Photos
2. Upload Personal Photos (i.e. Self, Friends, Family, etc.)
3. Make Positive Comments



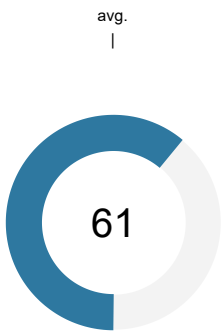


Primary Shopping Motivations:

- 1. To Socialize/Connect With Friends
- 2. To Enjoy The Experiences
- 3. Need To

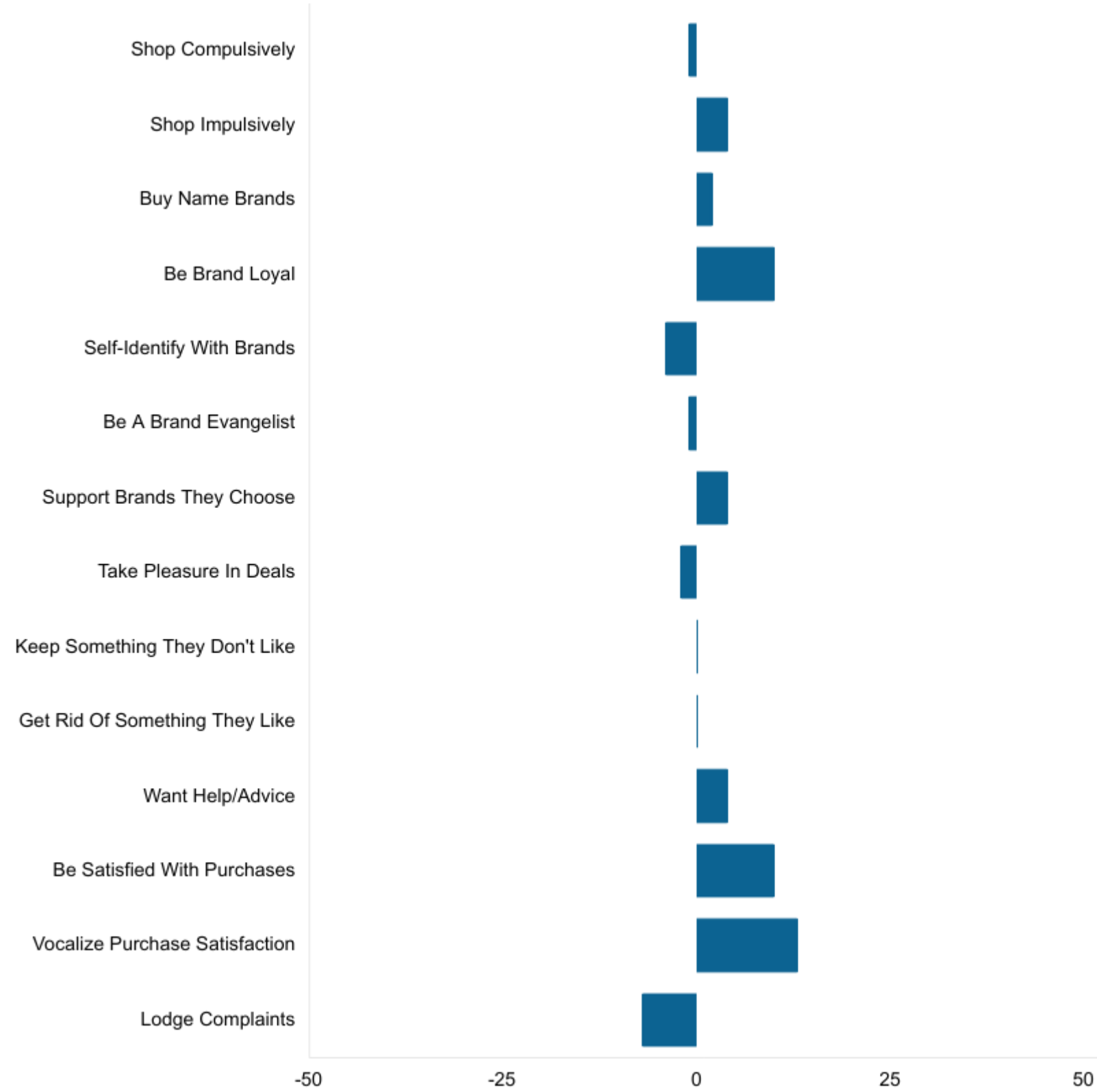


Tendency To Make Hedonic Purchases



Tendency To Make Utilitarian Purchases

More Or Less Likely Than Average To:



Purchase Decisions:

- Heart-driven, but cautious
- Wants to make the safe decision

Looking For:

- Novelty
- Distinctiveness
- Technologically Advanced/Innovative



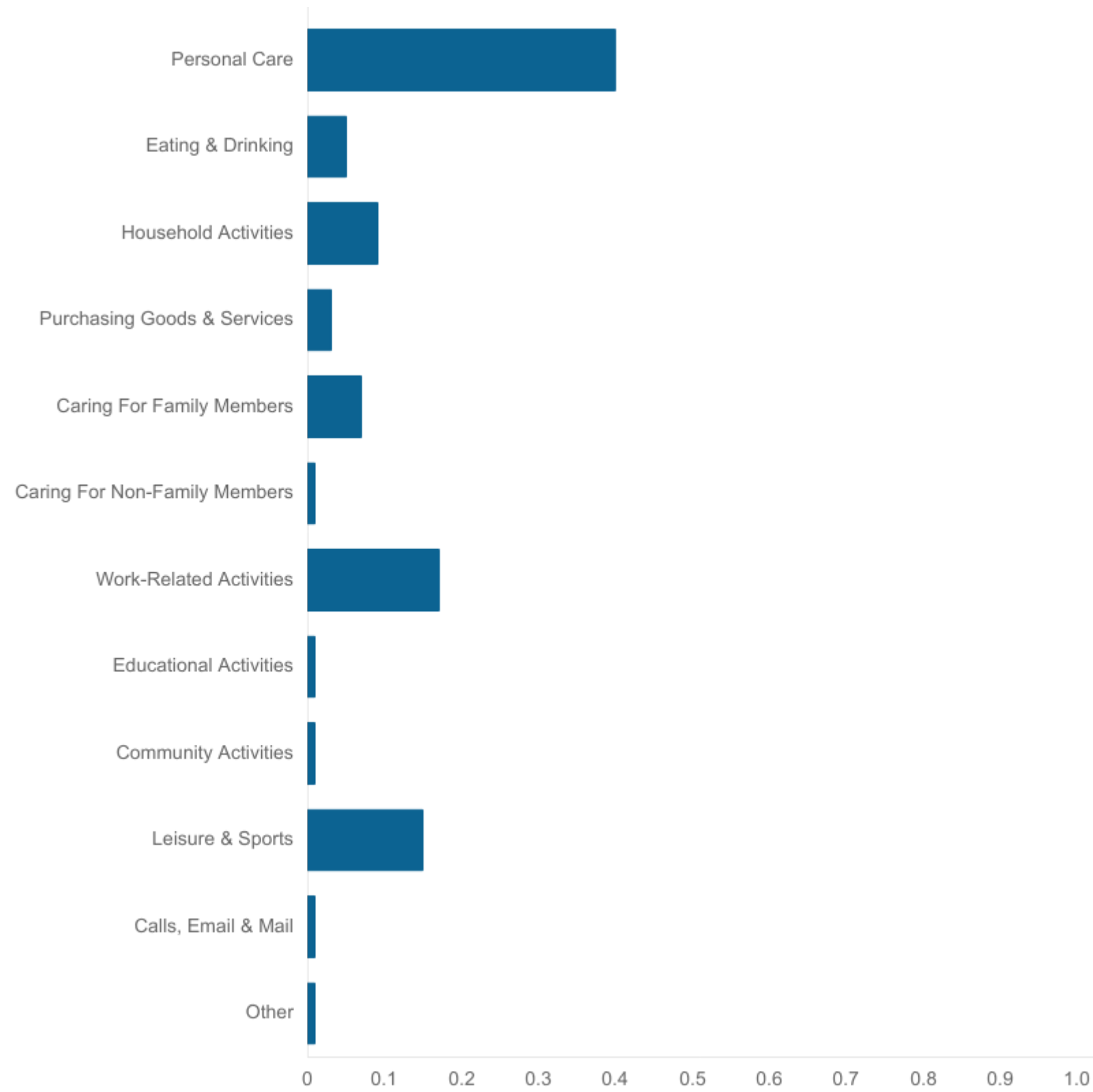


- Snapshot:
- "Book smart & savvy"
 - "Fun first, hard work second"
- Generational Label:
- Confident
- Familial Orientation:
- Close to parents
- Attitude Towards Technology:
- Digital natives
- Signature Product:
- Tablet/smart phone
- Communicates Via:
- Text/social platform
- Aspiration:
- Freedom and flexibility
- Childhood:

★ American Girl

Millennials: 1981 to 1996

Time Use:



U.S. Population In Millions (Source: Census Bureau)

Cohort:

- 31 to 37
- # of Households:
- 22,813,000
- Average Household Size:
- 3.4





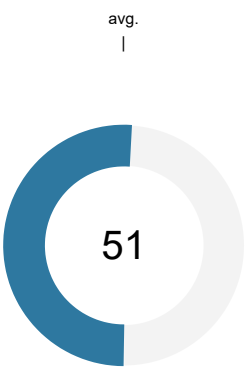
Voice:

- Authority

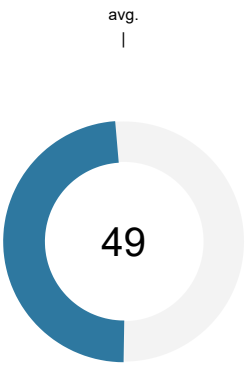
Tone:

- Sincere
- Competent
- Rugged

Story Arcs:



Appeal Of Transformational Narratives



Appeal Of Informational Narratives

Stress:

1. Safe & Effective
2. Novel/New
3. Unique

Highlight:

- Impact Of Use

Quote/Reference:

- Experts

Focus On:

- Popular features

Messaging Subtext:

- Show them how use results in recognition/personal visibility

Key Product/Service Question Content Should

Answer:

- Is it good?

Grammar & Punctuation:

- Casual

Use Emojis?

- Yes

Use FOMO?

- No FOMO





Themes To Consider:

- Being safe
- Feeling secure
- Achieving your goals
- Being recognized for personal achievements
- Self-improvement and self-empowerment

Subject Line Hierarchy:

1. Ways to help

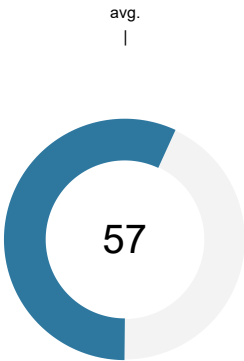
ex: How to help your clients write better headlines
template: How to help [INDUSTRY-SPECIFIC CUSTOMER SEGMENT] accomplish [SPECIFIC GOAL], only [BENEFIT: BETTER, FASTER, CHEAPER]
ex: Why personality-based headlines are 46% more effective
template: Why [PRODUCT BENEFIT] is [STATISTICAL IMPACT] [BETTER, FASTER, OR CHEAPER]
ex: The lesson I learned from the world's best headline writer
template: The [PRODUCT-RELATED INDUSTRY] lesson I learned from [AN EXPERT OR INFLUENCER] in [A RELATED INDUSTRY]]

2. Data/technical

ex: 10 proven ways to write better headlines
template: [NUMBER] [PROVEN, TIME-TESTED, TRUSTED, EFFORTLESS, ETC.] ways to [USE CASE OR BENEFIT]
ex: Hubspot research proves personality-based headlines perform better
template: The [SUBJECT MATTER EXPERT] proven way to [KEY FINDING] [RELATED USE CASE]
ex: This is what Gary Vaynerchuk has to say about writing high-converting headlines
template: This is what [INFLUENCER OR EXPERT] has to say about [USE CASE OR KEY PRODUCT BENEFIT]

3. Voices of authority say...

ex: The complete guide to writing better headlines in 60 seconds or less
template: The complete guide to [USE CASE OR BENEFIT] in [QUICK TIME FRAME]
ex: The 1 minus 1 technique for reaching the right audience with the right message
template: The [UNUSUAL TECHNIQUE, METHOD OR APPROACH] to [KEY BENEFIT OR DESIRED OUTCOME] for [USE CASE]
ex: I followed Gary Vaynerchuk's advice about writing better headlines for 30 days and THIS is what happened?!?!?
template: I followed [EXPERT OR INFLUENCER] about [USE CASE OR BENEFIT] for [TIME PERIOD] and [TEASE IMPROVED OUTCOME]



Keyword Usage: Less Specific To More Specific





Awareness

Owner

- Mkt.

KPIs

- Site Traffic
- Ad Impressions
- Keyword Searches
- Inbound Links
- Fans
- Followers
- Cold Open Rates

Buyer Questions

- Do I have a problem I need to solve?
- Is there something I want? Or see that others have?

Suggested Content

- Ads
- Blog Posts
- Category/Value Prop How To's...
- Paid Search
- Quizzes
- ROI Assessments
- SEO
- Social Media
- Use Case Overviews & Assessments
- Videos (Transformational)





Interest

Owner

- Mkt.
- Sales

KPIs

- Page Views (Product)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Likes
- Shares
- Follows
- Opt Ins
- Demos (Virtual or IRL)

Buyer Questions

- What products or services exist to satisfy my need or solve my problem?
- How do others satisfy this need or solve this problem?
- What will happen if I satisfy my need or solve my problem?
- Are there a lot of choices? Or are options more limited?

Suggested Content

- Assessments
- Blog Posts
- Case Studies
- Category/Value Prop How To's...
- Customer Stories
- Events With Transformational Themes
- FAQs
- Head-To-Head Product Comparisons
- Landing Pages
- Paid Search
- ROI Assessments
- SEO
- Sampling
- Social Media
- Use Case Overviews & Assessments
- Videos (Transformational)





Consideration

Owner

- Mkt.
- Sales

KPIs

- Page Views (Product)
- Page Views (Process)
- Page Views (Use Cases)
- Page Views (Pricing)
- Page Views (FAQ)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Shares
- Opt Ins
- Re-targeting
- Demos (Virtual or IRL)

Buyer Questions

- Which options do I like?
- Which brands do I like?
- Which brands do I trust?
- What are the features and benefits of each brand?
- What do others say about these brands?
- Which brands can I see myself using?
- What is the cost?

Suggested Content

- Case Studies
- Category/Value Prop How To's...
- Demos (Product vs. Competitors)
- Events With Transformational Themes
- FAQs
- Landing Pages
- Pricing Pages
- Product Pages
- ROI Assessments
- Use Case Overviews & Assessments
- Videos (Transformational)





Decision

Owner

- Sales
- Mkt.
- CS

KPIs

- Purchase Orders
- Invoices
- Sales

Buyer Questions

- Which brand do I choose?
- What are the return policies and warranties?
- Can I customize any features to better fit my needs?
- What is the support like after purchase?
- How quickly can I get the brand's product or start its service?

Suggested Content

- Category/Value Prop How To's...
- Demos (Product vs. Competitors)





Retention

Owner

- CS
- Mkt.
- Sales

KPIs

- Usage (Volume
- Frequency)
- Churn
- Upsells
- Page Views (How Tos
- Learning Center
- etc.)
- Page Views (Product Upgrades)
- Click-Through Rates
- Shares
- Referrals

Buyer Questions

- How do I get the most out of this purchase?
- Who do I contact for support if something goes wrong?
- Are there updates or upgrades available?
- What additional products or services does the company offer?
- How does the company reward loyalty or long-term customers?

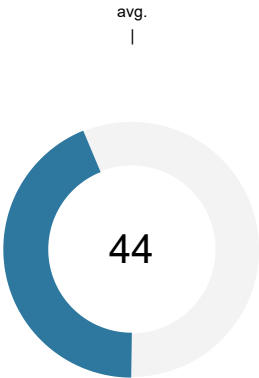
Suggested Content

- Best Practices Emails
- FAQs
- Help Desk Notifications
- Loyalty Offers
- Satisfaction Surveys
- Social Media
- Support Articles
- User Communities
- Warranties

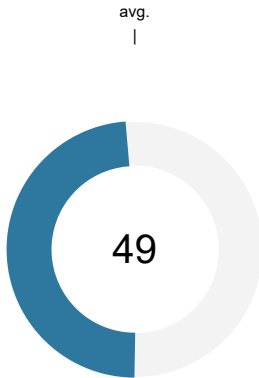




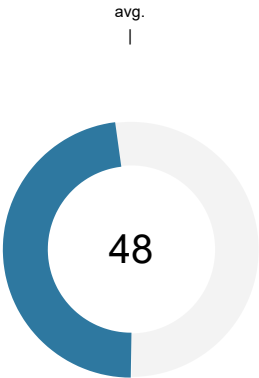
Preferred Brand Qualities



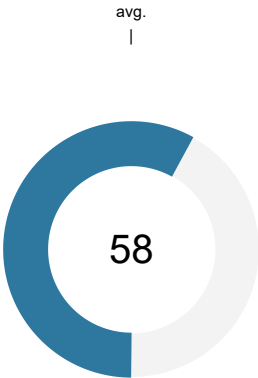
Active



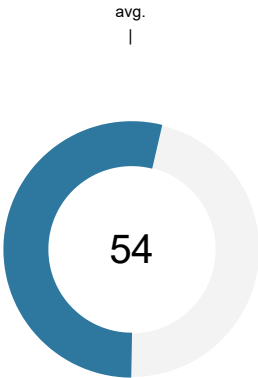
Emotional



Innovative



Traditional



Honest

Brand Archetypes

1. Innocent

Archetype Family:

- Freedom



Description:

- Innocent brands are all about helping people find joy and happiness in the moment

Satisfies Need For:

- Independence & Mastery

Related Values:

- Faith, optimism and always doing the right thing

Colors:



2. Caregiver

Archetype Family:

- Order



Description:

- Caregiver brands are all about protecting the people you love from harm

Satisfies Need For:

- Stability & Belonging

Related Values:

- Compassion, devotion, empathy and altruism

Colors:



3. Magician

Archetype Family:

- Ego



Description:

- Magician brands are all about discovering the fundamental laws of the universe

Satisfies Need For:

- Mastery & Belonging

Related Values:

- "secret knowledge," radical transformations, wonder

Colors:

