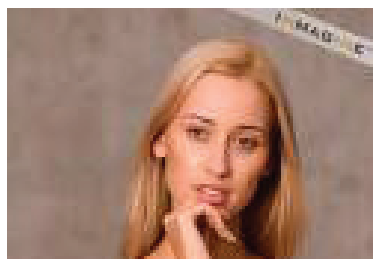

Persona—NT Example

Colleen Johnston

Picture



Character Diamond:

1. Friendly & talkative
2. Frugal with her cash and time
3. Can't refuse a good argument
4. Likes to control and to win

Narrative:

Colleen Johnston was born to Morris and Carol Johnston in Oklahoma City, Oklahoma, on 22 February 1960. Colleen was the first of 5 children. She was always arguing with her brothers and sisters, as well as her parents, trying to win arguments, whether she thought she was right or not. It was the winning that counted. In her elementary school years, Colleen discovered that she could sell candy to kids at school, so she made a profitable business out of it. She found that kids were hungriest in the mornings because they didn't eat a good breakfast at home, so she made her best sales then and at lunch time. By her seventh grade, she was earning \$80-\$100 per week. With the taste of all that money, Colleen decided she wanted to be an entrepreneur and make lots of money. By age 18, she began working for a small business publishing house in Oklahoma City called Leadership Excellence, where her ability to talk, mingle, and get things done

got her a job as a very underpaid marketing director. After working there for just over a year, she answered an ad on the Internet for an opening as a marketing director for a small but successful publisher in Houston, Texas, and—lo and behold! She got the job. After working for two more publishers, Colleen started her own book marketing company, Books By the Billion. And she has partnered with several businessmen in projects that soon may begin to bear financial fruit within the book industry. Her company has two employees besides herself—a receptionist-technical person who answers the phone and solves in-house problems with the computers and does various technical things, and an editor-writer who keeps things going on BBB websites. Colleen would like their performance and range of duties to ratchet up another notch, so she is looking in books for guidance on how to go about getting them the training she thinks they need.

Demographic Dimensions:

- Age: 32
- Hobbies: Reading to her children, following professional sports
- Income: \$68,000
- Marital Status: Married, 3 children
- Occupation: book marketer

Colleen Johnston Embraces

- Meeting new people in business
- Making partnerships with rich businessmen
- Looking good to potential clients
- Talking sports with business acquaintances

Colleen Johnston Avoids

- Relatives who try to bum things off her
- Wasting time just fooling around or hanging around
- Getting burned (being taken advantage of)
- Being controlled by others

Colleen Johnston's Buying Process

Persona Needs

- She wants the very best product/service she can get for the lowest price
- He wants the products and services that will make her and her business the best

- She needs to know that the best authorities endorse whatever product she's buying
- She needs assurances that the book/product will help her be the best

Presentation Needs

- A simple website to get her quickly to her need, with no distractions, and with all copy short and to the point—bare bones copy
- The website needs to make her feel that it is the authority and can help her be a winner
- She must feel that the book/product offered will give her a distinct advantage over most of her competitors.

Persona Motivations

- She is influenced by her need to give her children the very best education, the very best friends, the very best everything
- She wants her family to be able to control their own destiny, not be at someone else's mercy
- She is looking for a book that will help her train her employees to be the best at what they do and to be as productive as possible

Persona—NF Example

James T. Brody

Picture



Character Diamond:

1. Very outgoing and friendly
2. Enjoys helping others through his work, his marketing consulting business
3. He's not always sure his ideas are the best when he recommends them to others
4. Enjoys talking with people too much—not disciplined enough with himself or others he has responsibility for, particularly at work

Quotes:

“He ain’t heavy—he’s my friend!”

Narrative:

James (called Jim by everyone who knows him) was born January 20, 1963, in Austin, Texas, to Chris and Eileen Brody. In school, Jim was a great student, with math being his best subject. However, he didn't care that much for advanced math—way too much work. He liked people too much to spend a lot of time on homework, plus he was always the captain of whatever sports team he played on in school, he was so likable. He was a great athlete, he liked people, people liked him. He also liked helping people, but he wanted to live the good life, too. So in college he decided on a business major, with which he could help people and make a lot of money at the same time. Jim became a successful Human Resources Director for a middle-sized marketing consultant company

of about 175 people. He enjoyed overseeing the training within the company because he liked making sure his trainers all developed the ability to relate in a heart-to-heart way with the trainees. He also liked the interviewing, which he personally got to do for many of the high-level job openings in the company. In fact, he got so good at it that he thought he'd try it on his own in a company of his own. When he left, he managed to take a few of the company's major clients with him. He did pretty well attracting the right people to help him in his new company. But two years ago, things went sour in the American economy, the well of clients just simply dried up, and so did his company. Jim had a good-sized nest egg, so he wasn't too worried as he tried to make it as a solitary marketing consultant. But fourteen

months without a sizeable client is bad news financially, and, on top of that, he has a growing feeling that he's not making enough of a difference in others' lives anymore. He's looking around in magazines and books for cutting-edge information to help him impact lives and make a difference in society, as well as to pump up the finances so he can take care of the needs of his family.

Demographic Dimensions:

- Age: 45
- Hobbies: watching, playing sports with his 3 boys
- Income: \$168,000 yearly
- Marital Status: Married, 5 children (3 boys, 2 girls)
- Occupation: marketing consultant

James T. Brody Embraces

- Meeting new people
- Giving people a "leg up" when they desperately need help (cash or advice or friendship)
- Likes to tell jokes and fun anecdotes "around the water cooler" at work
- Learning new techniques for helping people to be happy in their work and to be more productive without too much pushing from management

James T. Brody Avoids

- Hurting peoples' feelings
- Tedious, technical work
- Discouraging people when correcting them

James T. Brody's Buying Process Persona Needs

- He needs to know that he is helping others when making a purchase
- He needs information that reassures him with its apparent authenticity
- He wants lots of testimonials by experts and laymen to back up marketing information

Presentation Needs

- A colorful, easy-to-navigate, open, helpful-feeling website
- It needs to provide personal feedback from the author and/or experts giving testimonials
- The website should contain links to other people-oriented marketing websites
- Needs to provide a lot of information about the life of the author of the book on the website

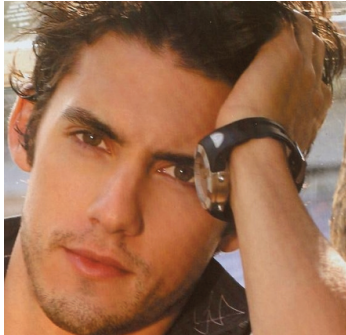
Persona Motivations

- He wants to be successful so he'll have the continuing financial freedom he desires to spend time with his family
- He wants to have enough affluence so he can help his children to be at least as successful and happy as he is
- Jim is looking for a book that will help him have more of an impact on society, as well as helping him to be more profitable for the sake of his family

Persona—SP Example

Kent Wilson

Picture



Character Diamond:

1. Outgoing, gregarious, energetic
2. Short attention span and easily bored
3. Flaky and disloyal
4. Ambitious

Quotes:

Narrative:

Kent was born to a fairly wealthy family in New York. He was an unruly child, so his parents hoped that sending him to a private school would help his behavior. To an extent it worked, but they couldn't suppress his personality. In school, Kent was definitely well-known. He made friends with just about everybody, but only had loyalties to the people he was around at any given time. He also had a bad habit of ditching people he originally had plans with by running off with people he'd run in to. This made some people bitter, but it didn't really matter to him seeing as he could make new friends just as easily as losing old ones. After high school, Kent ended up with a job at his father's bank. He was smart enough

to get into college, but he couldn't focus enough on his homework to get the grades he needed. No amount of money would get Kent into the college his father wanted, and he wouldn't allow him to go to anything less. So, Kent worked at the bank for a while. He did well at first. He was very friendly with the bank's clients and people, but he didn't like the monotony of it. He felt like he was being suffocated working there. He had his eyes set on a higher goal. Kent knew where the money was: Wall Street. He decided to become an investor in the stock market. It would be exciting and he knew his father would be proud of him. However, he still didn't know enough about it to jump right in. He needs materials to learn about it and how to invest properly.

Demographic Dimensions:

- Age: 25
- Hobbies: Going to the club and meeting girls
- Income: \$28,000
- Marital Status: Single
- Occupation: Bank Teller

Kent Wilson Embraces

- Quick Fixes
- Meeting new people and trying new things
- Excitement and adrenaline rushes

Kent Wilson Avoids

- Long explanations
- Being bored especially by monotony
- Too much commitment

Kent Wilson's Buying Process Persona Needs

- He needs to be qualified on the first page of the website to know he can get the right book.

- He needs it quick and easy.
- He needs a quick fix to get him on the fast track to investing and the stock market.

Presentation Needs

- Simple language that's possibly high school/college freshman level. It needs to be easy for him to understand.
- The copy also needs to sound exciting and enticing to him.

Persona Motivations

- He's motivated by the fact that he is tired of the monotony of his job and wants to try something new and exciting.
- He's tired of his dad giving him crap, so he wants to impress him as well.
- He needs a book to help him learn the things he needs to be able to make more money to get out of his current situation.

Persona—SJ Example

Felicia Wylde

Picture:



Character Diamond:

1. Logical
2. Quiet, patient, and enduring
3. Unimaginative

Narrative:

Felicia Wylde was born and raised in Los Angeles, California. Her father was in prison for life for being involved in a drug related murder so her mother had to raise her by herself early on. She never had the desire to see him, even as a little girl. Growing up, their family didn't have much money, but they had enough for her to go to public schools. Luckily, Felicia did really well in her studies. Memorization came easy, and she got top marks in math. She had some friends, but relationships weren't very important to her. Completing school was her greatest priority. She didn't want to end up like her father, and she wanted to be able to help her mother. After high school, Felicia couldn't afford to go to college. She found a job as a desk clerk at a local small business. She was quiet, kept to herself,

but did a thorough job. However, the people in the accounting department realized that she was good with numbers, and they used her to help them out with their jobs. Eventually, she was promoted to accounting. She remained at this post for a few years until other businesses started looking for people for their accounting departments. With her experience, she was able to move onto a much larger business. While at her new job, the company's CFO retired and they needed a replacement from Felicia's department. She knew this would help her and her mother if she could get the job. She also knew that she could handle it. However, there's still a lot for her to learn that she would need to be the new CFO. Felicia logged onto the Internet to start looking for material to help her in this endeavor.

Demographic Dimensions:

- Age: 24
- Hobbies: Crochet and basket weaving
- Income: \$40,000
- Marital Status: Single
- Occupation: Accountant

Felicia Wylde Embraces

- Sequential logic and processes
- Facts unhindered by strong emotions
- Certainty and clear thinking
- Surviving

Felicia Wylde Avoids

- Confrontation
- Making messes or mistakes
- Failure
- Dealing with people, generally.

Felicia Wylde's Buying Process Persona Needs

- She needs to know that all of the information is correct, validated, complete, and conclusive.

- She needs to see credentials and proof of practical use.
- She needs to see a clear process in the book and how it works.

Presentation Needs

- Show her how the book is used and has been used by real people.
- Make sure she knows that the author is credible and can back up his/her claims with evidence.
- Let her read some samples from within the book(s) that show her parts or details of the main process.

Persona Motivations

- Felicia is motivated by the fact that her family is poor and her father is a worthless criminal.
- She doesn't want to end up that way or like her mom, having to raise a child by herself.
- She wants to succeed well enough to have the means to take care of herself and a future family.