

## **AVATAR**

Name: Elisabet mother of two kids 8 and 9 years old

Age: 35

### **Financial situation**

Elisabet works at a lawyer's office and makes decent money as an apprentice there.

The working hours are 8+ and she doesn't have more time to spend in a part-time job. She lives a comfortable life. She can afford luxuries in moderation such as a daily trip to the mountains for hiking or skiing. She has enough money to pay for expensive clothing sometimes but chooses not to do it very regularly because of her kid's needs. Overall she makes good money to keep herself comfortable.

### **Worldview beliefs**

#### **She believes :**

1. working hard will make her eventually head-Co of the office
2. In kindness and honesty
3. That her time in the office is valued
4. On equality in the work environment
5. Is responsible for her kid's mistakes and inappropriate behavior

## **Backstory**

She wakes up early at 7 and prepares herself for her job as well as makes a healthy breakfast for herself and the family.

She leaves the house around 8:30 and gets to work around 9:00.

She is likable by her co-workers and tries to have a good time there while also doing today's work and even doing more than that if it's possible.

At noon break around 15:00 she makes a phone call to her kids to see if everything is ok.

Around 18:00 - 18:30, she is back home.

Occasionally she works out.

She puts more emphasis to prepare a healthy dinner for herself and the family, after that she does a recap of the next day's work and asks her kids about theirs.

Around 11:00 she is in bed always after her healthy night habits (bath etc).

## **Current situation and how she feels about it**

She is worked up and waits for her next trip to Greece. She believes that the aromas and taste of their cuisine will relieve the stress she has. She fears that her valued time will take more years to be recognized that anticipated

## **Frustrations**

1. Her job
2. Her husband gives her not enough attention
3. Her kid's recklessness
4. Not getting the results she deserves
5. Her appearance

### **How does her circle perceive her**

1. Strong and independent
2. Dreamer
3. Overworked
4. Hard worker
5. Ideal Mother

### **How does she feel because of her problems?**

She fears that the time she invested will be unrecognized. She believes that the more effort she puts into her work the only thing she gets back is less time for herself and that unmotivates her. She strongly believes that she put proper values in her kids but she worries about their healthy choices in their diet. She fears that so much emphasis on her work has reduced her husband's attention to her.

### **How does her problems feel?**

1. "Did they eat properly or...?"
2. "I wonder if I woke up earlier.."
3. "Who else is recommended for ..."
4. "Do I need to change .."
5. Tired
6. Stuck
7. Doubt
8. Wondering if she needs to be more professional during her work to show more dedication

### **Dream situation**

She dreams that every struggle she made will be recognized by her kids and her husband. She wants to move out and live her life in Greece. She wants to have time to try new things in her life like sailing without worrying about finances. She wants to help her loved ones to share the same lifestyle.

### **How will others see her when she reaches that point?**

1. Strong
2. Smart
3. Successful
4. Wealthy
5. Cool

### **How she will feel about her success?**

She will feel fulfilled. Proud and relieved for achieving her long-distance desires. She will feel happy that can enjoy a free and wealthy lifestyle. She will finally have time to spend with her loved ones and be ready to help them if needed.

### **The problem that keeps her from the dream state.**

The dates exhaustion and the lack of free time.  
The lack of information about the work environment and the increased stress.

### **What is stopping her from living today their dream state?**

The stress that is created around the many things she cares about and the lack of motivation towards her current state in her job.

### **What is part of the problem that she doesn't know about?**

She puts emphasis on things she doesn't need, such as her husband's attention because she knows exactly what he wants.

### **What mistakes keep her from success?**

She doesn't take advice from anyone making her stuck in the same situation she lives in.

### **How does the solution solve the problem?**

It offers value tickets that will relieve stress and advice for routine changes that will help her focus on her work.

### **What is the "If... then..." that will give her what she wants?**

If she uses our advice she will get the validation she needs about her choices.

### **How does the product help with that part of the solution?**

The product will give her information, guidance and relieve her stressful situation.

# Copy

What happens if you eat olives every day?

Olives are an excellent choice for a snack and the perfect companion to a martini.

I was trying to find information about the simple question asked above and the results were as anticipated.

Like other foods, olives, eaten in moderation, are perfectly fine.

They are a good source of some nutrients, but they have a lot of salt.

So, eating 10 olives a day? Not a problem.

Eating 1000 olives a day? Not a good idea.

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