

Photography



Name: Olivia Anderson

Age: 32

Appearance:

Olivia has long curly brown hair, hazel eyes, and a warm smile. She often wears comfortable yet stylish clothing and loves to accessorize with statement jewellery.

Desires:

Olivia desires to be recognized as a leading photographer in her field, with a strong portfolio of high-quality images that showcase her unique style and creativity. She wants to build a successful business that provides her with financial stability and the freedom to pursue her passion for photography.

Pains:

Olivia feels frustrated and stuck in her current situation, struggling to stand out in a highly competitive market. She worries about not being able to attract enough clients and is constantly questioning her abilities and the value she brings to her work.

Ideal Life:

Olivia's ideal life is one where she can have a successful photography business that allows her to travel, meet new people, and capture amazing moments. She wants to have a flexible schedule that allows her to spend time with her family and pursue other creative interests.

Daily Life:

Olivia spends her days networking, marketing, and perfecting her craft. She attends workshops and conferences to stay current with industry trends and techniques and spends time on social media building her brand and showcasing her work. She also dedicates time to editing photos and creating new content for her website and portfolio.

Fears:

- Fear of failure or not succeeding in their business
- Fear of not being able to make enough money to support themselves or their family
- Fear of not being good enough compared to other photographers
- Fear of not being able to stand out in a crowded market
- Fear of not being able to adapt to changes in the industry

Desires:

- To have a successful and profitable photography business
- To have a consistent flow of clients and bookings
- To have their work recognized and appreciated by others
- To be able to create unique and memorable photos that stand out
- To be able to make a positive impact on their clients through their work

Frustrations:

- Not being able to get enough clients or bookings
- Not being able to charge what they're worth
- Dealing with difficult clients or challenging shooting situations
- Balancing the creative and business aspects of their work
- Feeling like they're not improving or growing as a photographer

Roadblocks:

- Lack of business knowledge and skills

- Limited resources or budget for **marketing** and equipment
- **Difficulty standing out** in a crowded market
- Lack of confidence in their work or abilities
- Not having a strong network **or community for support and growth**

Imagery:

- Fear of failing: a photographer dropping their camera or a blurry or poorly lit image
- Desire for success: a photographer's work being featured in a prestigious publication or winning an award
- Frustration with difficult clients: a photographer dealing with a client who is uncooperative or picky about their photos
- Roadblock of limited resources: a photographer using outdated or inadequate equipment or struggling to make ends meet

Values:

- Creativity and artistic expression
- Professionalism and excellent customer service
- Honesty and integrity in their business practices
- Continuous improvement and learning
- Making a positive impact on their clients through their work

Outside Forces:

- Competition from other photographers in their market
- Changes in technology and industry trends
- Economic downturns or changes in consumer spending habits
- Negative reviews or word-of-mouth about their business
- Client demands or requests that are outside of their comfort zone or expertise

Lack of "Status":

- Not having a large following or social media presence
- Not having any notable or prestigious clients or projects under their belt

- Not having a consistent flow of income or bookings
- Not having the latest or most high-end equipment
- Not being recognized or respected by other photographers or industry professionals

What keeps them up at night:

- Worrying about not being able to make ends meet or support themselves and their family
- Worrying about not being good enough or standing out in a crowded market
- Stressing over difficult clients or challenging shooting situations
- Wondering if they're on the right path or if they should pivot in a different direction
- Feeling overwhelmed or burnt out from the demands of their business

Perceptions:

- Other people currently may perceive them as just starting out or struggling to get their business off the ground
- If they achieved their desires, other people may perceive them as successful, talented, and reputable in their field
- There may be negative perceptions of photographers as being overpriced or not delivering quality work, which could affect their business's reputation

Biggest Roadblock:

- Lack of business knowledge and skills, which could affect their ability to market themselves effectively, manage their finances, or grow their business

How to overcome this roadblock:

- Take courses or workshops on business management and marketing
- Seek out mentors or advisors who have experience in running a successful photography business
- **Research and implement effective marketing strategies to increase visibility and attract clients**
- Collaborate with other photographers or industry professionals to gain exposure and build a strong network

What these people find annoying:

- Clients who don't appreciate the value of their work
- Competitors who undercut their prices
- Dealing with the administrative side of running a business
- Clients who don't pay on time or try to negotiate after the fact
- Not being taken seriously as a professional photographer
- Balancing artistic vision with commercial viability

What their life would look like if they achieved all of their desires:

- Financial stability and the ability to invest in new equipment and training
- A steady stream of high-paying clients who appreciate their work
- More creative freedom in their projects
- Opportunities to travel and work on interesting projects
- A reputation as a respected and successful photographer in their industry

How they would feel about themselves if they had achieved their desires:

- Confident in their abilities and the value of their work
- Proud of the business they have built and the success they have achieved
- Excited about new opportunities and challenges in their industry
- Satisfied with their work-life balance and financial situation

What's keeping them from achieving their desires right now:

- **Lack of marketing and promotion skills to reach new clients**
- Inadequate pricing structure that doesn't reflect the true value of their work
- Difficulty balancing creative vision with commercial viability
- Limited networking opportunities and industry connections
- Not having a clear business plan or strategy for growth

What mistakes they are making that are keeping them from achieving their desires:

- Undervaluing their work and underpricing their services
- Failing to invest in marketing and promotional efforts
- Not focusing on building relationships with clients and industry professionals
- Not staying up-to-date with industry trends and techniques
- Failing to set clear goals and develop a strategic plan for business growth

What they do not understand or know about their roadblock:

- The importance of pricing their work appropriately and communicating the value of their services to clients
- The need to develop strong relationships with clients and industry professionals to generate referrals and build a solid reputation
- The importance of staying up-to-date with industry trends and techniques to remain competitive
- The need for a clear business plan and strategy to achieve long-term success

New enjoyable experiences after achieving their desires:

- Opportunities to travel and work on exciting projects
- The ability to invest in new equipment and training
- The satisfaction of seeing their work published in major publications or featured in high-profile events
- The ability to work with high-profile clients and celebrities
- The joy of creating beautiful and meaningful images that are appreciated by clients and audiences alike

Specific "words" these people have used to describe their desires:

- Financial stability
- Creative freedom
- Respect and recognition as a professional photographer
- Exciting and challenging projects
- Meaningful and impactful work
- Reputation as a successful photographer
- Opportunities for growth and advancement in the industry

Fighting



Name: Alex Nguyen

Age: 32

Appearance:

Alex is a fit and muscular individual standing at 6 feet tall. He has short black hair, a trimmed beard, and piercing brown eyes. He wears athletic clothing and sports a variety of tattoos on his arms and chest.

Desires:

Alex desires to become a successful professional fighter and establish his brand in the industry. He wants to win championship titles, attract sponsors, and build a loyal fan base. He also desires financial stability and the freedom to pursue his passion without worrying about financial constraints.

Pains:

Alex struggles with self-doubt and insecurity, especially when it comes to promoting his brand and marketing himself. He also experiences frustration with the lack of opportunities and recognition in the fighting industry, and worries that he may not achieve his goals.

Ideal life:

Alex's ideal life consists of being a renowned professional fighter with a successful business and a loyal fan base. He envisions traveling the world to compete in high-profile fights and building relationships with other successful fighters in the industry. He also desires financial freedom and the ability to provide for his family without worrying about financial stress.

Daily life:

Alex spends his days training and preparing for upcoming fights. He follows a strict diet and exercise regimen and works on his fighting techniques with his team. When he's not training, he spends time creating content for his social media channels, building his brand, and reaching out to potential sponsors. He also enjoys spending time with his family and friends and relaxing in his downtime.

Fears:

Fear of failure or losing their status as a professional fighter

Fear of not being able to financially support themselves or their families

Fear of not being able to establish a strong personal brand or reputation

Fear of not being able to find the right opportunities to showcase their skills and grow their business

Desires:

Desire to build a strong personal brand and reputation as a successful professional fighter

Desire to generate a steady stream of income from fighting and related activities such as endorsements and sponsorships

Desire to expand their fan base and reach a wider audience

Desire to establish themselves as experts and leaders in the industry

Frustrations:

Frustration with the lack of opportunities to showcase their skills and gain exposure

Frustration with the perception that fighting is just a "brutal" or "violent" sport
Frustration with the amount of time and effort it takes to train and prepare for fights
Frustration with the lack of support or guidance in building their business and brand

Roadblocks:

Limited resources such as time, money, and connections
Lack of knowledge and experience in building and marketing a business
Limited opportunities to showcase their skills and gain exposure
Negative stereotypes and misconceptions about the sport of fighting

Imagery:

Images of being stuck in a rut or being unable to move forward in their business
Images of being in a ring or arena with their opponent, fighting for their business and reputation
Images of being on top of the world, with a successful business and a strong personal brand

Values:

Dedication to their craft and constant improvement
Strong work ethic and discipline
Commitment to honesty and integrity in their business practices
Respect for the sport and their opponents

Outside forces:

Public perception of the sport and the fighters
Competition from other fighters and promotions
Economic factors such as the state of the economy and the availability of sponsorships and endorsements

Worries:

Worries about not being able to support themselves or their families

Worries about not being able to achieve their business goals and dreams

Worries about being unable to adapt to changes in the industry or in the economy

Worries about the physical toll of fighting and potential injuries

Perception:

Other people may perceive them as just "fighters" without recognizing their business acumen or potential

Other people may perceive them as violent or aggressive based on stereotypes about the sport

If they achieved their desires, others may perceive them as successful entrepreneurs and respected leaders in the industry

Biggest roadblock:

Lack of knowledge and experience in building and marketing a business

Overcoming the roadblock:

Seeking out resources such as mentors, coaches, and educational materials to learn more about business and marketing

Networking and building relationships with other professionals in the industry

Experimenting with different marketing and branding strategies to see what works best for their unique business

Words:

"I'm afraid of not being able to make it in this business."

"I desire to be known as not just a fighter, but a successful entrepreneur as well."

"I'm frustrated with the lack of opportunities to showcase my skills and build my brand."

"My biggest roadblock is not knowing how to effectively market myself and my business."

Womanhood (customers)



Name: Sarah Rodriguez

Age: 27

Appearance: Sarah is a Hispanic woman with long, curly brown hair and bright green eyes. She is 5'6" with an athletic build and enjoys dressing in comfortable yet stylish clothing.

Desires: Sarah is searching for a deeper understanding of what it means to be a woman. She wants to feel confident in her own skin and develop a stronger sense of self. She is looking for guidance on how to navigate relationships and build meaningful connections with others. Additionally, Sarah desires to find her purpose and create a fulfilling career that aligns with her values.

Pains: Sarah often feels overwhelmed and uncertain about her path in life. She struggles with self-doubt and can be overly critical of herself. She has had difficulty in past relationships and feels unsure of how to navigate them in the future. Sarah also feels pressure from society to conform to certain expectations of what it means to be a woman.

Ideal life: Sarah's ideal life would be one where she feels confident and empowered as a woman. She would have a fulfilling career that allows her to use her unique strengths and talents. Sarah would also have a strong support system of friends and family, and she would feel comfortable being her authentic self in all aspects of her life.

Daily life: Sarah enjoys spending time outdoors and staying active. She typically starts her day with a morning workout or yoga session. She works as a freelance writer and spends much of her day writing articles and creating content for various clients. In her free time, Sarah enjoys reading, cooking, and spending time with friends and family. She often attends women's empowerment workshops and networking events to connect with like-minded individuals.

Fears:

- Fear of not being able to support themselves or their family
- Fear of failure or not achieving their goals
- Fear of being judged or rejected by others
- Fear of not being able to find a suitable job or career
- Fear of not being able to cope with the demands of life

Desires:

- Desire to find meaningful work that provides financial stability
- Desire to be able to support themselves and their family
- Desire to have a sense of purpose and fulfilment in life
- Desire to have a positive impact on others and the world
- Desire to live a comfortable and enjoyable life

Frustrations:

- Frustration with the job market and lack of opportunities
- Frustration with not being able to make ends meet
- Frustration with feeling stuck or unfulfilled in their current situation
- Frustration with not being able to pursue their passions or interests
- Frustration with feeling like they are not making progress in life

Roadblocks:

- Lack of education or training
- Lack of experience in a desired field
- Limited job opportunities in their area
- Financial constraints or debt
- Personal obstacles, such as mental or physical health issues

Lack of "status":

- Feeling like they are not respected or valued in society
- Feeling like they are not making a significant contribution
- Feeling like they are not seen as successful or accomplished

Specific "imagery" used to describe fears and desires:

- Fear of drowning in debt or being buried under a pile of bills

- Desire to climb a mountain or reach a summit
- Fear of being lost in a maze or trapped in a dark room
- Desire to be a captain of their own ship or to chart their own course
- Fear of being in a sinking ship or a turbulent sea

Values:

- Family and relationships
- Financial stability and security
- Personal growth and development
- Helping others and making a positive impact
- Independence and autonomy

Outside forces that have an influence:

- Economic conditions and job market trends
- Social and cultural expectations
- Personal relationships and support networks
- Government policies and regulations
- Technological advancements and changing industries

What they lay awake at night worrying about:

- Not being able to provide for themselves or their family
- Not being able to achieve their goals or make progress in life
- Being judged or rejected by others
- Being stuck in their current situation or feeling trapped
- Not having a sense of purpose or fulfillment in life

How other people would perceive them:

- Currently - as struggling, unsuccessful, or not making progress
- If they achieved their desires - as successful, accomplished, and respected

The biggest roadblock that once fixed will allow them to achieve their desires:

- Lack of education or training
- Limited job opportunities in their area
- Financial constraints or debt

What they need to do to overcome this biggest roadblock:

- Pursue education or training to gain new skills and qualifications
- Consider relocating or expanding job search to increase opportunities
- Develop a budget and financial plan to reduce debt and increase savings

Specific "words" used to describe fears and desires:

- Fear - drowning, buried, lost, trapped, sinking, turbulent
- Desire - climb, summit, captain, chart, conquer

Womanhood (prospects)



Name: Sarah

Age: 34

Appearance:

Sarah has a fit and healthy body, with a glowing complexion and bright eyes. She wears comfortable and practical clothes that allow her to move easily, such as yoga pants and sports bras. She has long, flowing hair that she usually ties up in a ponytail or bun.

Desires:

Sarah wants to grow her wellness business and reach more clients so she can help them live healthier happier lives. She dreams of having a thriving business that allows her to make a positive impact on the world while also supporting her financially. She also desires to have more flexibility and freedom in her daily life.

Pains:

Sarah feels frustrated and overwhelmed with the current state of her business. She struggles to attract new clients and feels like she's not making the impact she wants to make. She often works long hours and sacrifices her personal life to keep her business afloat.

Ideal Life: Sarah's ideal life is one where she has a successful wellness business that allows her to help others and live a life of purpose. She envisions herself working with a team of like-minded individuals who share her vision for making the world a healthier place. She also desires to have more time for self-care and personal growth, and to spend quality time with her loved ones.

Daily Life:

Sarah starts her day with a morning meditation and yoga practice, followed by a healthy breakfast. She spends most of her day working on her business, creating content, and meeting with clients. She also attends networking events and conferences to connect with other wellness professionals. In her free time, she enjoys hiking, reading, and spending time with her partner and friends.

Desires:

- Expand their client base and increase revenue
- Create and launch new products or services
- Build a strong brand and reputation in the industry
- Develop a **loyal following of customers who refer others**
- Have a healthy work-life balance and financial stability

Frustrations:

- Difficulty finding new clients and retaining existing ones
- Limited resources and time to invest in marketing and growth
- Competitive market with many similar businesses
- Lack of knowledge or skills in certain areas such as social media marketing or financial management
- Feeling overwhelmed or burnt out from running the business

Roadblocks:

- Limited budget or resources to invest in marketing or business development
- Lack of clarity or focus on the target market and unique value proposition
- Inefficient or ineffective business processes and systems
- Fear of failure or taking risks that may not pay off
- Difficulty finding the right team members or support network

Imagery used to describe desires and frustrations:

- Desires: **"I want to have a waiting list of clients,"** "I see myself as a leader in the wellness industry," "I want to offer a comprehensive range of services to my clients"

- Frustrations: "It feels like I'm spinning my wheels and not getting anywhere," **"I'm always chasing after new clients and not building long-term relationships,"** "I'm constantly worried about making ends meet"

Values:

- Helping others improve their health and well-being
- Providing high-quality and personalized services
- Operating with integrity and honesty
- Constant learning and self-improvement

Outside forces that influence their lives:

- Economic trends and consumer behavior
- Changes in regulations and industry standards
- Competitive landscape and new entrants
- Social media and online presence of competitors and influencers
- Public perception of wellness industry and services

Perceived status:

- They may feel like they are not taken seriously or respected in the industry if they are not well-known or established
- They may worry about being seen as a "small" or "struggling" business instead of a successful and thriving one

Biggest roadblock:

- Finding and retaining the right clients who value and appreciate their services, and are willing to pay for them

Mistakes they may be making

:

- **Not investing enough in marketing and outreach efforts**
- **Not clearly communicating their unique value proposition to potential clients**
- Focusing too much on short-term gains and not enough on building long-term relationships
- Ignoring or neglecting certain aspects of their business such as financial management or customer service

New experiences after achieving their desires:

- Feeling more confident and secure in their business and personal life
- **Being able to expand their services or reach a new market segment**

- Enjoying more financial stability and freedom
- Having more time and energy to focus on other interests or priorities

Words used to describe desires:

- "I want to be the go-to wellness provider in my area"
- "I dream of having a team of passionate and talented professionals working with me"
- **"I'm motivated by the idea of making a real difference in people's lives"**
- "I envision my business as a thriving and successful enterprise"

Fitness (prospects)



Name: Sarah

Age: 30

Appearance: Fair skin with a rosy undertone, blonde hair and blue eyes. She has freckles across her nose and cheeks. Sarah often experiences redness and irritation on her cheeks, chin, and forehead.

Desires: Sarah wants to have clear, healthy-looking skin that feels comfortable and looks radiant. She is interested in using natural and organic products that are safe for her sensitive skin. She wants a skincare routine that is simple to follow and fits into her busy schedule.

Pains: Sarah has struggled with sensitive skin her whole life, and it has been a source of frustration and insecurity for her. She often experiences breakouts, dryness, and redness, which make her feel self-conscious. She has tried many different skincare products over the years, but most of them have caused irritation or made her skin worse.

Ideal life: Sarah wants to feel confident and comfortable in her own skin. She wants to be able to go out without feeling like she needs to cover up her blemishes or redness. She also wants to have a simple and effective skincare routine that helps her maintain healthy, radiant skin.

Daily life: Sarah is a busy working professional who is always on the go. She wakes up early, exercises, and then heads to work. She often spends long hours at her job and then comes home to take care of her family. She tries to fit in self-care whenever she can, but it can be challenging to find the time. She wants a skincare routine that is quick and easy to follow so that she can take care of her skin without adding more stress to her day.

Fears:

Failure to attract new clients and losing existing ones

Inability to keep up with the competition

Not being able to generate enough revenue to sustain the business

Fear of not being able to support themselves and their family

Fear of not being able to compete with other fitness businesses in the area

Desires:

Increase in revenue

Expansion of the business to new locations

A larger and more loyal customer base

Recognition as a leader in the industry

To grow their fitness business and increase their revenue

To attract and retain more clients

To have a positive impact on their clients' lives

To have a strong reputation in the fitness industry

To be financially stable and secure

Frustrations:

Difficulty in marketing the business effectively

Lack of resources to invest in marketing and expansion efforts

Limited knowledge and skills in business management and marketing

Difficulty in retaining customers

Difficulty in attracting and retaining clients

Limited marketing budget

Lack of business knowledge and experience

Inability to differentiate their business from competitors

Inability to find and hire qualified staff

Perceived as a small, local business with limited resources and reach

Perceived as a new or lesser-known business in the industry

Perceived as a business with limited experience and expertise

Roadblocks:

- Limited marketing budget
- Lack of knowledge and skills in marketing and business management
- Limited time and resources to invest in expansion efforts
- Limited financial resources
- Limited time and resources to invest in marketing and advertising
- Lack of brand recognition and awareness
- Difficulty in standing out in a crowded market
- Limited marketing and advertising resources and expertise

Imagery:

- Imagining their business as a plant that needs nurturing and growth to flourish
- Imagining their business as a ship that needs to set sail and navigate through rough waters to reach its destination
- Imagining themselves as a captain of a ship, responsible for steering their business towards success

Values:

Providing high-quality fitness services to clients

- Providing excellent customer service

Building a strong and loyal customer base

- Passion for health and fitness
- Dedication to their clients' wellbeing
- Commitment to excellence in their business
- Desire to help others achieve their fitness goals
- "I'm dedicated to providing the best possible services to my clients"

Outside forces:

- Competition from other fitness businesses in the area
- Changes in the economy that may affect consumer spending habits

Trends in the fitness industry that may affect the business's offerings

Economic downturns and recessions

Changes in consumer preferences and behavior

Government regulations and policies related to fitness businesses

Laying awake at night:

Worrying about their financial situation and the future of their business

Concerns about their ability to attract and retain clients

Thinking about how to differentiate their business from competitors

Planning marketing and advertising strategies to increase revenue

Specific words used to describe fears and desires:

"I'm worried that I won't be able to attract enough clients to sustain my business."

"I'm frustrated with my limited resources and lack of knowledge in marketing and business management."

"I desire to expand my business to multiple locations and build a large, loyal customer base."

"I'm afraid my business won't survive in this competitive market"

"I desire to grow my business and have a positive impact on people's lives"

"I'm frustrated with my limited marketing

What they find annoying:

Competition from other fitness businesses

Dealing with difficult or unreliable clients

Fluctuations in revenue and cash flow

Managing administrative tasks and paperwork

Staying up-to-date with industry trends and changes

What their life would look like if they achieved all of their desires:

- A thriving and profitable business with a strong brand reputation
- A loyal client base that consistently brings in revenue
- The ability to expand their services and offerings
- More time and resources to focus on the business rather than administrative tasks
- Recognition as a leading expert in the fitness industry

How they would feel about themselves if they achieved their desires:

- Accomplished and successful
- Confident in their abilities as a business owner and fitness professional
- Proud of the impact they have made on their clients' lives
- Fulfilled in their career and personal life

What's keeping them from achieving their desires right now:

- Limited marketing and advertising efforts
- Lack of a clear and differentiated brand message
- Difficulty in retaining clients and generating new leads**
- Inadequate financial management and planning
- Inability to adapt to changing industry trends and demands

What mistakes they are making that's keeping them from achieving their desires:

- Focusing too much on short-term revenue rather than long-term growth
- Neglecting to establish a strong online presence and social media strategy
- Failing to create a strong client referral system
- Not investing enough time and resources in staff training and development

Not networking or collaborating with other fitness professionals and businesses

What they do not understand or know about their roadblock:

The importance of a strong and clear brand message in attracting and retaining clients
The value of investing in staff training and development for long-term growth
The potential of collaboration and partnerships with other fitness professionals and businesses
The impact of effective financial management and planning on long-term success
The benefits of establishing a strong online presence and social media strategy

New enjoyable experiences after achieving their desires:

Expansion of services and offerings, such as new fitness classes or wellness programs
Recognition and awards from industry peers and publications
Opportunities to speak at conferences and events as an industry expert
Increased revenue and profit margins
A sense of pride and accomplishment in building a successful business from the ground up

Specific “words” used to describe their desires:

Growth and expansion of the business
Increased revenue and profitability
Strong brand reputation and recognition
A loyal and engaged client base
A thriving and successful fitness business

Traders (customers)



Name: Emma Williams

Age: 32

Appearance: Emma is a tall, slender woman with long brown hair and hazel eyes. She typically wears business casual attire and carries herself with confidence.

Desires: Emma desires a fulfilling career that aligns with her values and allows her to make a positive impact in the world. She also desires a happy, healthy relationship with a partner who shares her values and supports her goals. In addition, Emma desires financial stability and the ability to travel and experience new cultures.

Pains: Emma experiences frustration and stress in her current job, which doesn't align with her values and feels unfulfilling. She also struggles to find a partner who shares her values and has a similar lifestyle. In addition, Emma sometimes feels overwhelmed by financial pressures and worries about not being able to achieve her goals.

Ideal life: Emma's ideal life would involve working for a company that prioritizes social and environmental responsibility, and allows her to use her skills and expertise to make a positive impact. She would have a supportive partner who shares her values and encourages her to pursue her passions. Emma would also have the financial stability to travel and experience new cultures, and to pursue her hobbies and interests.

Daily life: Emma wakes up early and starts her day with yoga and meditation. She then heads to her job as a sustainability consultant, where she works with companies to help them reduce their environmental impact. After work, Emma might meet up with friends for dinner or attend a community event focused on sustainability or social justice. In her free time, Emma enjoys hiking, cooking, and practising photography. She also enjoys reading books and attending workshops to continue learning and growing both personally and professionally.

Fears:

- Fear of not being able to provide for their family
- Fear of not being able to afford healthcare
- Fear of not being able to pay off debt
- Fear of not being able to retire
- Fear of losing their job
- Fear of not being able to save enough for their children's education
- Fear of not being able to pursue their passions

Frustrations:

- The cost of living is too high
- The wages are too low
- The job market is competitive
- The education system is expensive
- The healthcare system is expensive
- Debt is overwhelming

Roadblocks:

- Lack of education or skills to get a higher-paying job
- Limited job opportunities in their area
- Limited access to affordable healthcare
- High cost of living in their area
- Lack of financial literacy and knowledge
- Overwhelming debt

Lack of "status":

- Feeling undervalued and underpaid at their job

Feeling like they are not making a significant impact in their work
Feeling like they are not contributing enough to society
Feeling like they are not able to keep up with their peers financially

Specific "imagery" used to describe their fears and desires:

"I feel like I'm drowning in debt."
"I just want to be able to breathe financially."
"I feel like I'm stuck in a rut and can't get out."
"I want to provide a better life for my children."
"I feel like I'm running on a treadmill and not getting anywhere."
"I want to be able to retire and not worry about money."

Values:

Family
Financial security
Education
Hard work
Independence
Health

Outside forces that have an influence in their lives:

Economic policies and conditions
Healthcare policies and costs
Job market and opportunities
Education system and costs
Cost of living in their area
Debt and interest rates

What these people lay awake at night worrying about:

How to make ends meet
How to pay off their debts
How to provide for their family
How to afford healthcare
How to save for retirement
How to advance in their careers

How other people would perceive them currently:

Overwhelmed and stressed
Struggling to make ends meet
Not financially stable
Not successful in their careers
Burdened by debt

How other people would perceive them if they achieved their desires:

Successful and financially stable
Able to provide for their family
Able to retire comfortably
Able to pursue their passions
No longer burdened by debt

Biggest roadblock: The lack of a stable income or financial support is the biggest roadblock preventing them from achieving their desires.

Overcoming roadblock: They need to find a reliable source of income, whether it be through a job, business, or investment, to overcome their financial struggles.

Specific words: They have used words like "uncertainty," "stress," "anxiety," "frustration," "hopelessness," "motivation," "success," "independence," "security," and "fulfillment" to describe their fears and desires.

Math Students (customers)



Name: Emily Chen

Age: 16

Appearance: Emily has long, dark hair that she often ties up in a ponytail to keep out of her face when she's working on math problems. She wears glasses and has a friendly, approachable smile. She's on the shorter side, standing at about 5'2", and has a lean build from playing sports.

Desires: Emily desires to become a top math student and earn a scholarship to attend a prestigious university. She is passionate about math and wants to pursue a career in the field, possibly as a mathematician or data scientist. She also desires to have a strong support system of friends and family who encourage her to pursue her dreams.

Pains: Emily often feels frustrated when she doesn't understand a math concept or struggles to solve a problem. She worries that she's not good enough to achieve her goals and feels pressure to perform well for herself and others. Additionally, Emily sometimes feels isolated from her peers who don't share her love of math.

Ideal Life: Emily's ideal life is one where she is able to pursue her passion for math and use her skills to make a difference in the world. She wants to be surrounded by supportive friends and family who understand and appreciate her interests. She also desires to have a fulfilling career that challenges her and allows her to use her mathematical abilities.

Daily Life: Emily's daily life revolves around her math studies. She spends several hours each day practicing problems, reading textbooks, and reviewing concepts. She also participates in math competitions and attends math club meetings after school. Outside of math, she enjoys playing sports and spending time with her friends and family.

What they find annoying:

Struggling to understand concepts and formulas.

Feeling overwhelmed by the amount of material to study.

Making careless mistakes on exams.
Getting stuck on difficult problems.
Not seeing the relevance of math to their daily lives.

What their life would look like if they achieved all of their desires:

They would have a deeper understanding of math concepts and be able to apply them to real-life situations.

They would be able to solve problems more efficiently and accurately.

They would feel more confident in their math abilities.

They would enjoy math more and see it as a useful and interesting subject.

How they would feel about themselves if they had achieved their desires:

Proud of their accomplishments.

Confident in their ability to tackle difficult math problems.

Motivated to continue learning and improving.

What's keeping them from achieving their desires right now:

Lack of practice and repetition.

Ineffective study habits.

Poor time management skills.

Difficulty with the pace of the class or keeping up with the material.

Lack of understanding of foundational concepts.

What mistakes they are making that are keeping them from achieving their desires:

Not practising enough problems.

Not reviewing material regularly.

Not seeking help when they are struggling.

Not breaking down problems into manageable steps.

Not asking questions to clarify concepts.

What they do not understand or know about their roadblock:

The importance of mastering foundational concepts before moving on to more advanced topics.

The benefits of practicing regularly and reviewing material.

The value of seeking help from teachers, tutors, or peers.

The need to break down problems into manageable steps and not get overwhelmed.

New enjoyable experiences after achieving their desires:

Solving challenging math problems with ease.

Understanding the relevance of math to their daily lives.

Feeling more confident in their ability to tackle new math concepts.

Enjoying math more and finding it interesting and useful.

Specific “words” these students have used to describe their desires:

Understanding math concepts more deeply.

Solving problems accurately and efficiently.

Feeling confident in their math abilities.

Enjoying math and finding it interesting.

Seeing the relevance of math to their daily lives.

Freelance Social Media managers (Clients/Prospects)



Name: Sarah Chang

Age: 28

Appearance: Sarah has long, curly brown hair and warm, friendly brown eyes. She likes to wear bright, patterned blouses and tailored trousers when meeting with clients, but is usually found in comfortable athleisure wear when working from home.

Desires: Sarah wants to build a successful social media management business that allows her to be creative and make a positive impact for her clients. She wants to be able to work from anywhere and have the freedom to travel and pursue her interests. She also wants to earn enough money to live comfortably and save for the future.

Pains: Sarah struggles with time management and organization, which can lead to stress and burnout. She also finds it challenging to balance the creative and strategic aspects of social media management, and often feels overwhelmed by the constant changes in social media algorithms and trends. Additionally, she feels undervalued and underpaid for her work, which can be demotivating.

Ideal life: Sarah's ideal life would involve running a successful social media management business from her laptop while traveling the world. She would have a diverse range of clients who appreciate her work and pay her fairly. She would have a flexible schedule that allows her to pursue her passions and spend time with loved ones. She would also have a sense of purpose and fulfillment from helping her clients achieve their social media goals.

Daily life: Sarah's typical day involves starting the morning with a yoga or Pilates class, followed by a healthy breakfast and checking her emails. She spends the majority of her day managing social media accounts for her clients, which includes creating and scheduling posts, engaging with followers, and analyzing campaign performance. In the afternoons, she might take a break to go for a walk or meet up with friends for coffee. She also spends time networking and marketing her business, whether that's attending events, sending proposals, or updating her website. In the evenings, she might attend a social media event or catch up on industry news before winding down with a good book or movie.

Fears:

Not being able to attract enough clients and grow their business.
Being disorganized and inefficient in managing social media for their clients.
Not being able to deliver results for their clients and losing their business.
Not keeping up with the latest social media trends and changes.

Desires:

To feel more organized and efficient in managing social media for their clients.
Access to templates and tools that can help streamline their workflow and save time.
To improve their strategic skills and learn how to attract and win over potential clients.
To establish a more professional and high-performing social media management business.
“Smooth, direct, no-frills exposure. Lively and pleasant writing. Full of advice for those who, like me, are getting closer to the subject or are already chewing on it but need practical guidance and especially #uffafree to better navigate the sea of possibilities offered by social networks. I had fun reading it, I really found a wealth of interesting tips to put into practice immediately, never trivial.”

Frustrations:

Feeling overwhelmed with managing multiple social media accounts for their clients.
Struggling to come up with creative content ideas that will engage their clients' followers.
Feeling undervalued or underpaid for their work.
Feeling stuck in a cycle of chasing clients and not making enough profit.

“So many words and little use. It is not a guide but a story... and personally I would have titled it “the basics of the social media manager...” because the only, scarce, info that gives are really basic.”

“This book is good for those who are zero on social media. Inside, a series of information that can already be easily found online.”

Roadblocks:

Lack of organization and structure in managing their social media business.
Inability to effectively market their services and attract potential clients.
Lack of confidence in their strategic skills and ability to deliver results for clients.
Limited time and resources to devote to growing their business.

Imagery:

Images of piles of paper or cluttered workspaces to represent disorganization.
Images of clocks or calendars to represent time constraints.
Images of money or financial charts to represent the desire for profit and success.
Images of people working on social media or using technology to represent the target market.

Values:

Creativity: The target market values the ability to come up with unique and engaging content ideas.
Professionalism: The target market values a high level of professionalism in their business practices and interactions with clients.
Efficiency: The target market values tools and strategies that help them save time and be more efficient in their work.

Outside forces:

Competition from other freelance social media managers and agencies.
Changing social media algorithms and trends.
Economic factors that may affect the demand for social media management services.
Biggest roadblock:

Lack of effective marketing and client acquisition strategies.

How to overcome it:

Develop a clear target audience and value proposition for your services.
Utilize social media advertising and networking to reach potential clients.
Build a strong portfolio and social proof to showcase your expertise and success.
Develop strong communication and relationship-building skills to win over clients.

Words used to describe fears and desires:

Fear: Disorganized, inefficient, losing clients, not keeping up.

Desire: Streamline, improve, establish, high-performing.

What they find annoying:

Difficult clients or unclear directions from clients.

Time-consuming administrative tasks.

Keeping up with the latest social media trends and algorithm changes.

Feeling undervalued or underpaid for their work.

What their life would look like if they achieved their desires:

More free time to focus on creative tasks or personal interests.

A steady stream of appreciative and fairly-paying clients.

A sense of accomplishment and pride in their successful social media management business.

Ability to scale their business and increase their profits.

How they would feel about themselves if they achieved their desires:

Confident in their abilities to deliver results for clients.

Proud of their organizational and strategic skills.

Valued and respected by clients and peers in the industry.

Motivated to continue growing and improving their business.

What's keeping them from achieving their desires right now:

Lack of effective marketing and client acquisition strategies.

Inefficient or disorganized business practices.

Limited knowledge of social media algorithms and trends.

Limited time and resources to devote to growing their business.

Fitness (Clients)