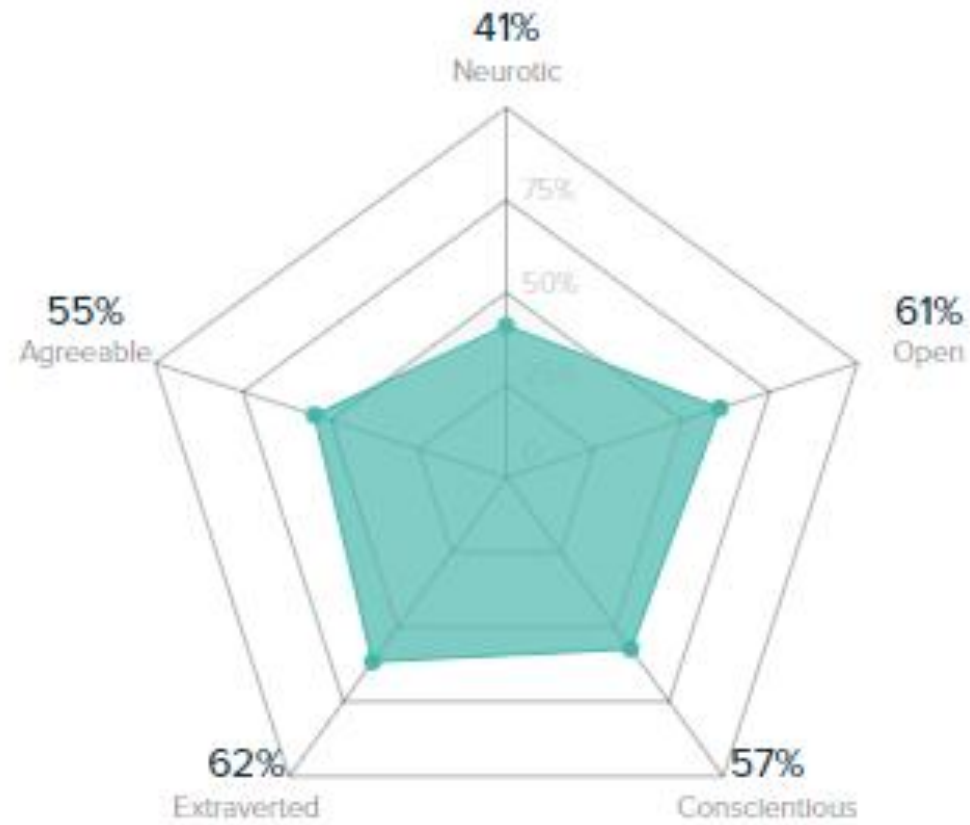
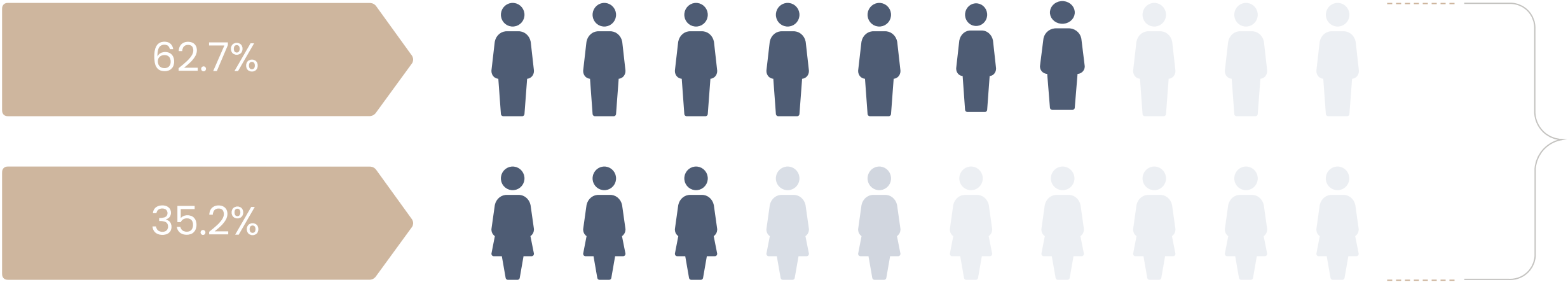





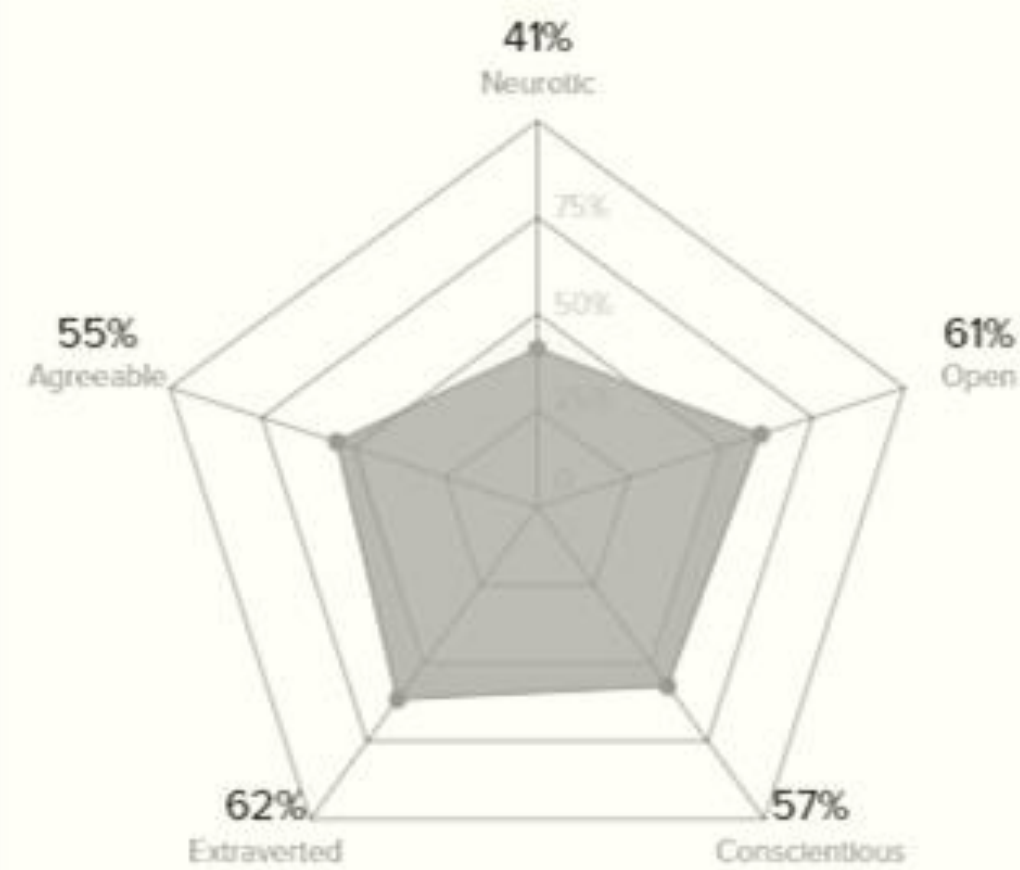


# **POWERHOUSE ERA COACHING PERSONAS**

# AUDIENCE SEGMENTATION



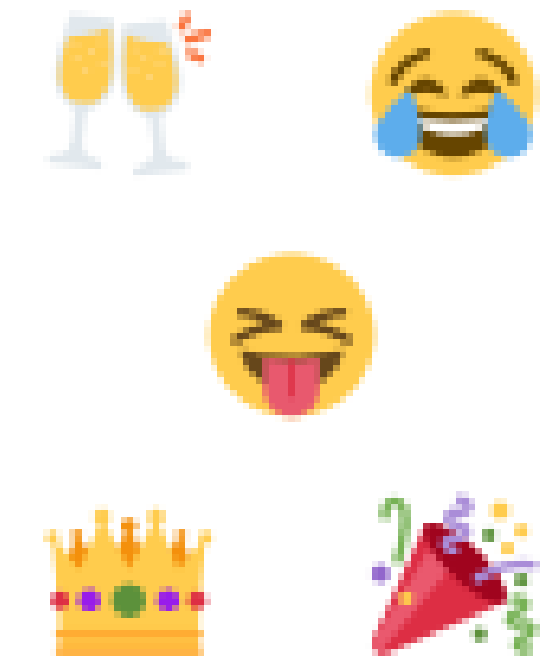
THE ADVOCATE	THE MARKETER	THE ASETHETE	THE ENTHUSIST	THE BLESSED
Age: 31 Business: Non-Profit Income: \$50k Gender: Female Relationship: Single Family: No Education: Masters Location: Chicago, IL	Age: 30 Business: Retail Income: \$58k Gender: Female Relationship: Married Family: No Education: C. Graduate Location: Pasadena, CA	Age: 34 Business: Personal Goods Income: \$68k Gender: Female Relationship: Married Family: No Education: College Location: Alpharetta, GA	Age: 34 Business: Restaurant Income: \$63k Gender: Female Relationship: In a relationship Family: Pre-teen Education: C. Graduate Location: Washington D.C.	Age: 39 Business: Recruiting Income: \$48k Gender: Female Relationship: Married Family: Pre-teen Education: C. Graduate Location: Charlotte, NC
				



## 👍 INFLUENCE

- Frame offers in positive terms
- Use humour
- Use sex appeal
- Focus on the benefits in the here-and-now
- Offer a route to be the life of the party – a cool, fun, popular and high-status person
- Use social proof and group loyalty
- Use online influencers, entertainers, social media and celebrities

## 😊 EMOJIS



## 📖 WORDING

Be informal and unstructured; don't be proper in terms of punctuation and syntax; talk about social processes (e.g., "talk"); use more positive emotion words; use more pronouns.

## 📷 IMAGERY EXAMPLES

Keywords: Socialising Excitement Fun



## 🎯 BRANDING

- Be fun, provocative and adventurous
- Be assertive and top-of-the-range
- Be cool and trendy

## ☕ STYLE

- Be stimulating, emotionally arousing, and loud
- Be positive, upbeat, happy and reward-focused
- Use bright, warm and intensive colours
- Use social imagery (and even consider using sex)
- Make it simple
- Be active and interactive

## 👁️ AESTHETIC DESCRIPTION

- Diverse use of shapes and colours
- Bright, loud, stimulating, active
- Positive, warm
- Simple, direct
- Social

## 📺 EXAMPLE AD



<https://www.youtube.com/watch?v=TAcQDD2UBOg>

## ♥️ ILLUSTRATIVE INTERESTS

- Concerts
- Socialising
- Celebrities
- Active Exercising
- Dining and Drinking
- Shopping and Fashion
- Dancing
- Adventure

# THE ACTIVIST





Shayna

31, CHICAGO. IL

NON-PROFIT BUSINESS  
OWNER

• STATUS  
SINGLE

• SALARY  
\$53K

• FAMILY  
NO CHILDREN

• TYPE  
THE ADVOCATE

PERSONALITY

- Analytical
- Expressive
- Social
- Assertive
- Self-assured
- Empathetic

BIO

I'm Shayna, and I love promoting the social welfare of poor and working families. I own a non-profit that does just that, and I work tirelessly to ensure that as many people as possible have access to the resources they need to improve their lives.

I'm based in Chicago, Illinois, but my travels have taken me all over the world. But there's no place like home, my people are my heart and soul, and they drive me to continue fighting for justice. Poetry is one of my passions, and I often find myself inspired by the beauty of words. I have an MA from Northwestern University in Community Economic Development

NEEDS



Her choices are driven by a desire for discovery

INTERESTS

- Black Community
- Grants
- Society
- Equality
- National News | Politics
- Local News
- Travel
- Poetry
- Connection

VALUES

She is deliberate. She carefully thinks through the decisions before making them. She is persistent and can tackle and stick with tough tasks. She believes it is important to take care of the people around her.

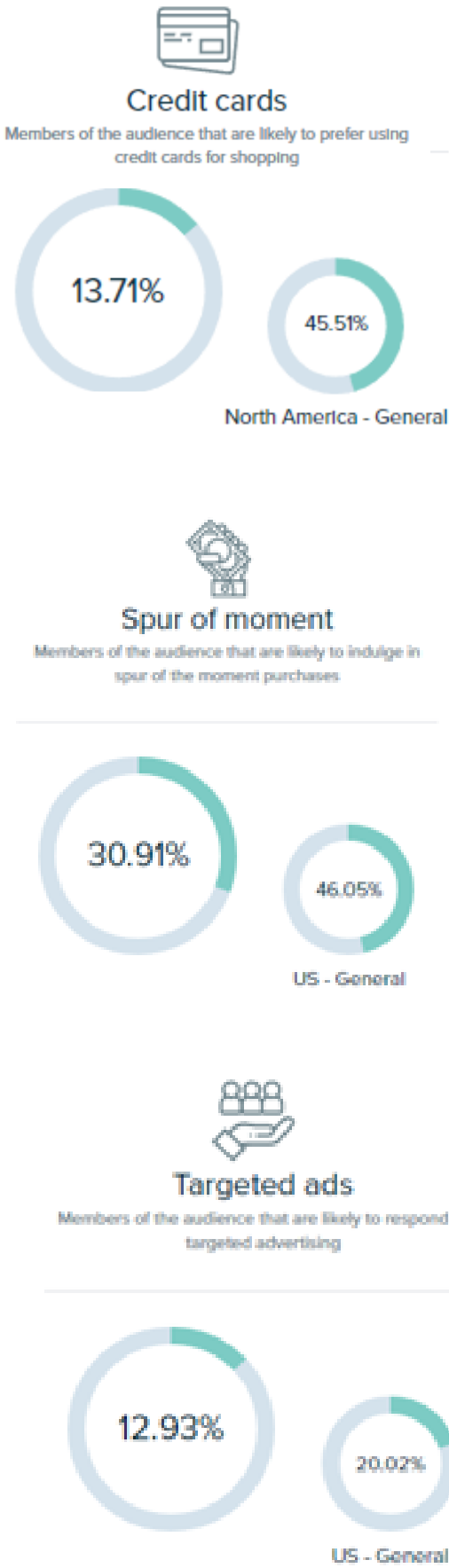
ONLINE BEHAVIOR

Network	Likely to use network	Network	Likely to use network
Medium	18.93x	LinkedIn	3.78x
Pinterest	2.92x	Facebook	2.11x
Twitter	1.80x	Spotify	1.70x
YouTube	1.18x	Instagram	0.80x

- Strong Black Lead
- Entrepreneur
- Ted Talks
- Oprah
- Michelle Obama
- Hillary Clinton
- BET
- BBC News
- CNN Breaking News
- CNBC
- BBC Business News
- Fox News
- Forbes
- The Economist
- Harvard Business Review
- Bloomberg
- Business Insider
- MoMA
- NowThis
- HuffPost
- Essence
- Complex
- Black Enterprise
- Bill Gates

“Hard

Buying Behavior







# DOING

How they act in public? What's their attitude?

She spends most of her time building community relationships

She organizes fundraising efforts

She puts herself forward as a leader

She represents her brand at community events

She recruits and inspires volunteers

She builds awareness for her cause on social media

There are differences of opinions and lots of feelings in every team discussion

Even after the end of working hours and on weekends, she is always working.

It's time to have equal treatment for all

She lives in her phone & inbox – volunteers, donors, city officials, community member's needs require juggling

In every community there is work to be done

# EMPATHY MAP

"I need to be better at influencing people who can help"



Turn pain into purpose

"I get caught up in minutia."

# THINKING AND FEELING

What are your client's needs?  
What is important to your client?

"I need to have better community relationships"

"I need clarity on my mission"

"I need a tribe of likeminded women"

"How can I convert this scrappy startup to a community pillar"

"I want to dream and believe bigger"

"Fear has held me back for far too long"

"I wear all the hats"

"I want to have more influence"

"I want to organize my strategy and resources to achieve my mission"

"I hear no a lot, I feel like I could do better, but I don't know how"

"I want to inspire my volunteers"

"I want to build up my brand as the answer to solving the problem"

# SEEING

What is your clients environment like?

# HEARING

What do influencers talk about ?

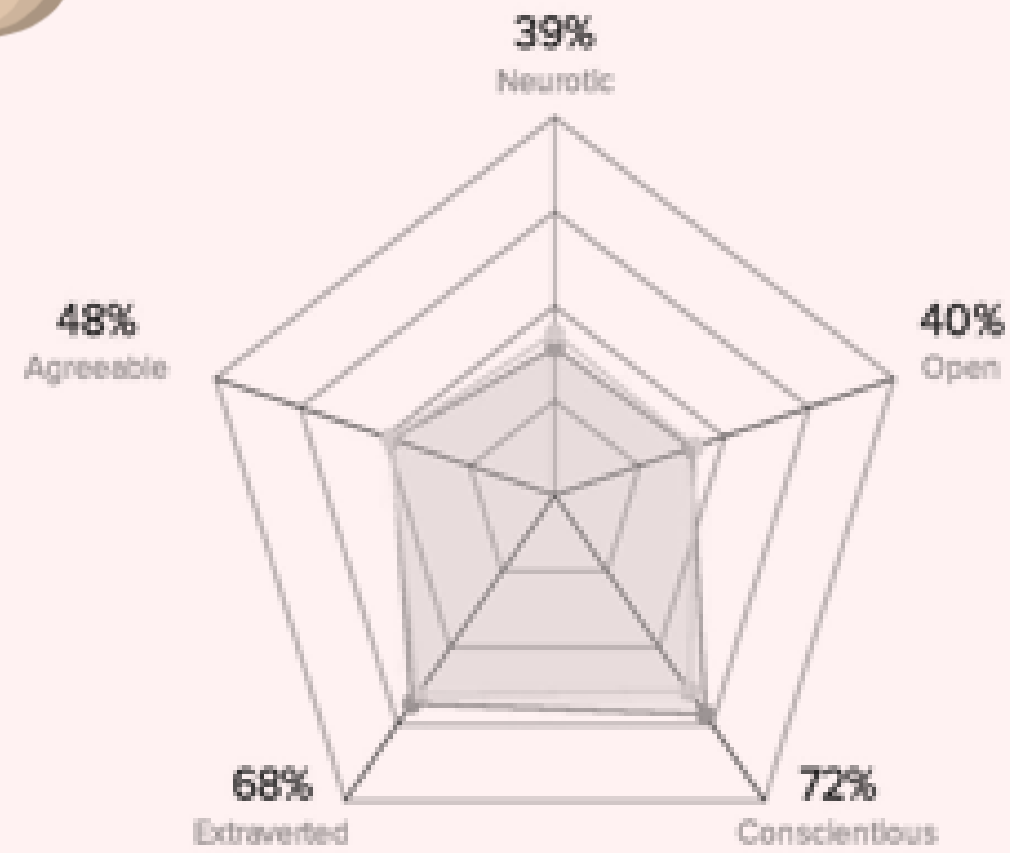
# PAINS

Fears, obstacles.

# GAINS

What does your client hope to achieve?

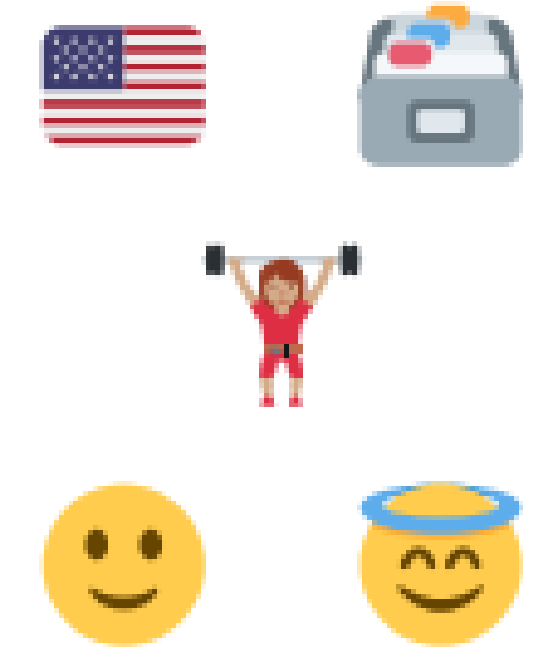




## 👍 INFLUENCE

- Have a strong, utilitarian argument
- Use duty and tradition to influence them, and likewise commitment
- Similarly, use group loyalty nudges (what they should do for the collective good)
- Use religious leaders and colleagues as messengers
- Present the purchase as a means to happy life experiences with friends and family

## 😊 EMOJIS



## 📖 WORDING

Be impersonal (e.g., avoid "you", talking about people); talk about time / the future; talk about family, home and work; don't be over-emotional (e.g., swear); be positive and optimistic; avoid negations or negative language.

## 📷 IMAGERY EXAMPLES

Keywords Sensible Portrait Organised



## 🎯 BRANDING

- Present the brand as sensible, reliable and dutiful
- The brand should be a logical, persistent hero in an everyday context
- Be engrossing and light (e.g., matinee)

## 🍷 STYLE

- Be conventional and traditional
- Be somewhat social as well (e.g., rom-coms)
- Make sure aesthetics are structured and predictable
- Use imagery that is representational rather than abstract

## 🖋️ AESTHETIC DESCRIPTION

- Representational
- A bit people-focused, social
- Sensible, conventional
- Loving, considerate

## 🎯 EXAMPLE AD



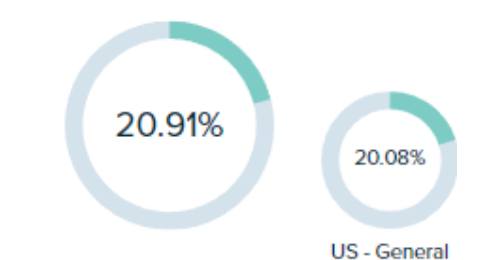
<https://www.youtube.com/watch?v=C06KzLFLLCo>

## ♥️ ILLUSTRATIVE INTERESTS

- Finances
- Work
- Self-Care
- Utilities and Upkeep
- Light Exercise
- News / Current Affairs
- Time Management
- Tradition / Patriotism

# THE MARKETER









# DOING

How they act in public? What’s their attitude?

She strives to optimize her work and do it with more automation

She is looking to build, launch and sell out using NTF

She is always working on her social media subscriber base

She invests her money

She is regularly looking for new business ideas to expand her current offerings

She builds her network

Online: She is constantly monitoring her customer base for feedback – yelp is a blessing and a curse.

Outside the store: Even after the end of working hours and on weekends, she is always working on her business.

She is always working on ways to bring people into the store, that usually means promotions, contests, sales – and all of the creative work needed to support it.

Give

# EMPATHY MAP

“I want my business to thrive and grow predictably



Software

“My daily productivity isn’t what it should be.”

# THINKING AND FEELING

What are your client's needs?  
What is important to your client?

“I don’t know how to go to the next level”

“I don’t feel good enough”

“I need to be held accountable”

“I want to be independent”

“I need to break the pattern of putting myself last”

“Fear has held me back for far too long”

“I need everything to be perfect – and it’s exhausting”

“I want to have an easier time bringing in business ”

“I want to feel more organized, productive, and relaxed”

“I need people to like me”

“I want to build skills as a professional, entrepreneur”

“I want the perseverance to pursue my dreams”

# SEEING

What is your clients environment like?

# HEARING

What do her influencers talk about ?

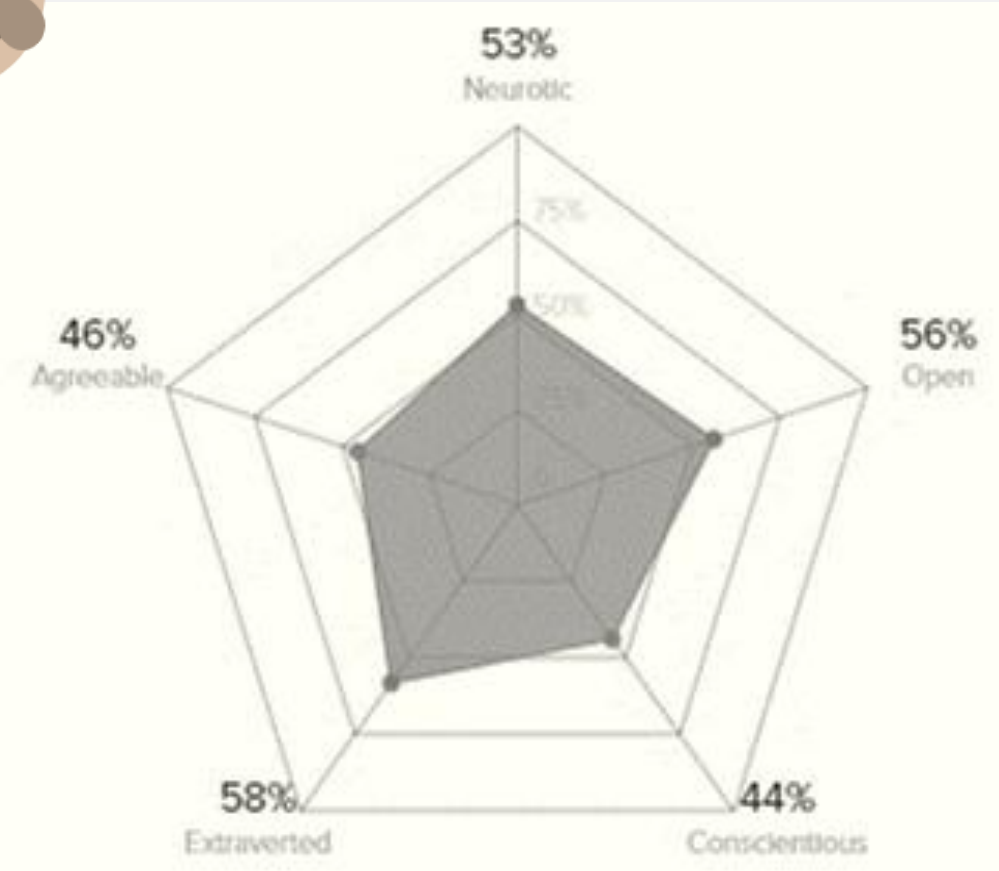
# PAINS

What does she fear? Obstacles?

# GAINS

What does your client hope to achieve?

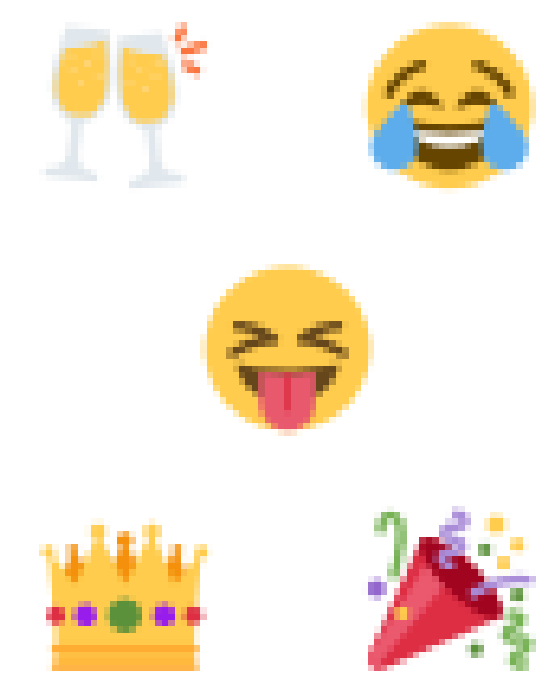




## 👍 INFLUENCE

- Frame offers in positive terms
- Use humour
- Use sex appeal
- Focus on the benefits in the here-and-now
- Offer a route to be the life of the party – a cool, fun, popular and high-status person
- Use social proof and group loyalty
- Use online influencers, entertainers, social media and celebrities

## 😊 EMOJIS



## 📖 WORDING

Be informal and unstructured; don't be proper in terms of punctuation and syntax; talk about social processes (e.g., "talk"); use more positive emotion words; use more pronouns.

## 📷 IMAGERY EXAMPLES

Keywords: Socialising Excitement Fun



## 🎯 BRANDING

- Be fun, provocative and adventurous
- Be assertive and top-of-the-range
- Be cool and trendy

## ☕ STYLE

- Be stimulating, emotionally arousing, and loud
- Be positive, upbeat, happy and reward-focused
- Use bright, warm and intensive colours
- Use social imagery (and even consider using sex)
- Make it simple
- Be active and interactive

## 👁️ AESTHETIC DESCRIPTION

- Diverse use of shapes and colours
- Bright, loud, stimulating, active
- Positive, warm
- Simple, direct
- Social

## 📺 EXAMPLE AD



<https://www.youtube.com/watch?v=TAcQDD2UBOg>

## ♥️ ILLUSTRATIVE INTERESTS

- Concerts
- Socialising
- Celebrities
- Active Exercising
- Dining and Drinking
- Shopping and Fashion
- Dancing
- Adventure

# THE ASTHETE





Tiffany

34, ALPHARETTA, GA

PERSONAL GOODS BUSINESS  
OWNER & WRITER

• **STATUS**  
MARRIED

• **SALARY**  
\$60K

• **FAMILY**  
NO CHILDREN

• **TYPE**  
THE ASTHETE

## PERSONALITY

- Confident
- Energetic
- Persistent
- Self-Assured
- Driven
- Deliberate

## BIO

I'm Tiffany, and I own a small business that makes skin care products. I am also writer. Born and raised in Alpharetta, GA., I've owned my business here for five years now, and it's been a journey. Before this, I worked in sales management for a consumer goods company. I'm 34 years old and a graduate of Georgia Southern University.

I believe in doing good for the world around me, valuing friendship and equality above all else, and living life to the fullest. Everything I do is inspired by my love for people and my desire to see them thrive.

## NEEDS

STABILITY



HARMONY



LIBERTY



STRUCTURE



Her choices are driven by a desire for stability

## INTERESTS

- Community
- Black Culture
- Design
- Travel
- Publishing
- Basketball
- Fashion
- National News | Politics
- Astrology

## VALUES

She is appreciative of art. She enjoys beauty and seeks out creative experiences. She is philosophical, and she is open to and intrigued by new ideas she loves to explore. She is uncompromising. She believes it is wrong to take advantage of others to get ahead.

## ONLINE BEHAVIOR

Network	Likely to use network	Network	Likely to use network
TikTok	11.38x	LinkedIn	10.43x
Medium	10.28x	Spotify	9.98x
WhatsApp	7.36x	Pinterest	6.41x
SoundCloud	6.21x	Snapchat	5.00x
Reddit	4.87x	Twitter	4.71x

- Oprah
- CNN This Morning
- Strong Black Lead
- BET Her TV
- HuffPost
- New York Times
- Washington Post
- NPR
- Essence
- HuffPost Black Voices
- The Root
- Black Enterprise
- Entrepreneur
- Essence Festival
- Vogue Runway
- 21 Ninety
- Women's March
- Smithsonian
- MoMA
- Guggenheim Museum
- Nordstrom
- Wendy's
- Maxwell Leadership
- Thought Catalogue
- Madame Noire

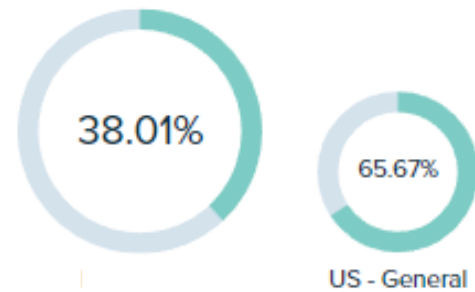
“My life and work are all about helping people reach their dreams, connecting with others, and making a positive difference in the world.”

## Buying Behavior



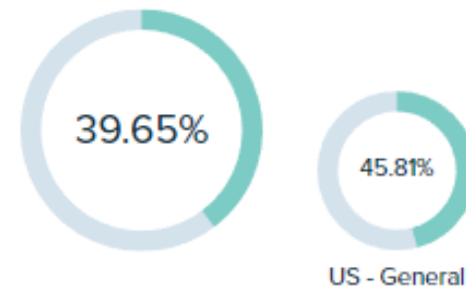
### Credit cards

Members of the audience that are likely to prefer using credit cards for shopping



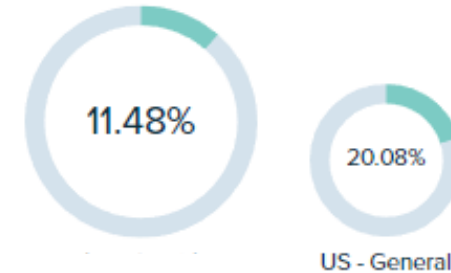
### Spur of moment

Members of the audience that are likely to indulge in spur of the moment purchases



### Targeted ads

Members of the audience that are likely to respond to targeted advertising





DOING

How they act in public? What’s their attitude?

She strives to optimize her work and do it more efficiently

She balances work, home, family & community

She puts herself forward as a leader

She balances a full-time job and her business.

She is regularly looking for new business

Footwear & Jewelry

She runs her business from her home, during non-work hours

She’s tempted to work on her business during her job hours, but doesn’t

Equality

She outsources and offloads what she can, friends and family lend a hand on nights and weekends.

Community

EMPATHY MAP

“I need this business to work”



Love

“I always feel like I could do more – for my family, my business or my community .”

THINKING AND FEELING

What are your client's needs?  
What is important to your client?

“I need a better work life balance – eventually”

“I need clarity on my mission”

“I need a tribe of likeminded women”

“I want to do the most here. I want my business to have a deeper meaning”

“I want to dream and believe bigger”

“Fear has held me back for far too long”

“My day is unpredictable, and I wish it were more predictable”

“I want my business to be my only job”

“I want to feel more organized, productive, and relaxed”

“I am intimidated by the idea of being surrounded by successful women”

“I want to build skills as a professional, entrepreneur”

“I want the perseverance to pursue my dreams”

SEEING

What is your clients environment like?

HEARING

What do influencers talk about ?

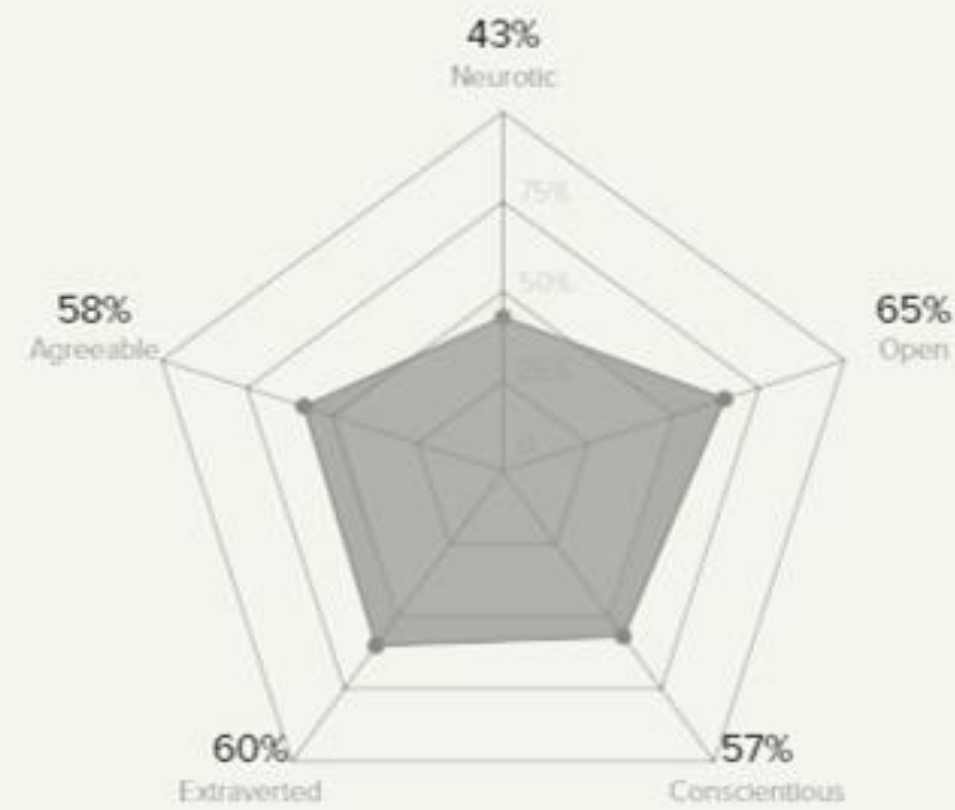
PAINS

Fears, obstacles.

GAINS

What does your client hope to achieve?

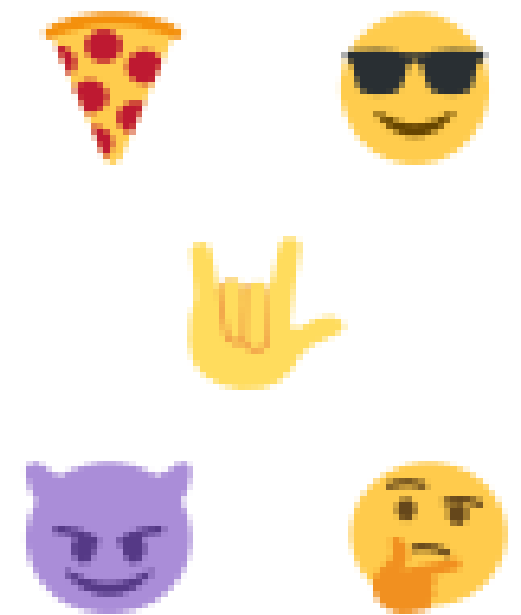




## 👍 INFLUENCE

- Encourage them to think and to come to the conclusion themselves, rather than telling them
- Use metaphors, imagination and fantasy
- Be sure to have a strong argument
- Communicate the instrumental benefits
- Provide detail and trust that they will put thought in
- Focus on rewards and feel-good outcomes
- Provide a means to success and independence
- Give good evidence supported by credible authorities (e.g., scientists, NGOs, writers)

## 😊 EMOJIS



## 📖 WORDING

More wordy overall; longer and more unique words; more punctuation and proper syntax; ask questions; use metaphors; use insight words (e.g., "think"); don't be afraid to be (counter-)cultural (e.g., sex, swearing).

## 📷 IMAGERY EXAMPLES

Keywords: Arty Reflective Cool



## 🎯 BRANDING

- Be adventurous, imaginative and revolutionary
- Have social purpose and a good story
- Be interesting, intellectual and cultural
- Be upmarket and highbrow

## ☕ STYLE

- Be creative, unusual and non-conforming
- Be highly aesthetic and artistic
- Be complex and reflective (like classical music)
- Don't be afraid to be abstract or surrealist
- Make them think
- Be a bit counter-cultural and above all, new
- Be stimulating (particularly intellectually)

## 👁️ AESTHETIC DESCRIPTION

- Cool colours e.g., blue; 'sad' tone
- Artistically advanced
- Artistically complex
- Abstract, thoughtful
- New, creative, different

## 📺 EXAMPLE AD



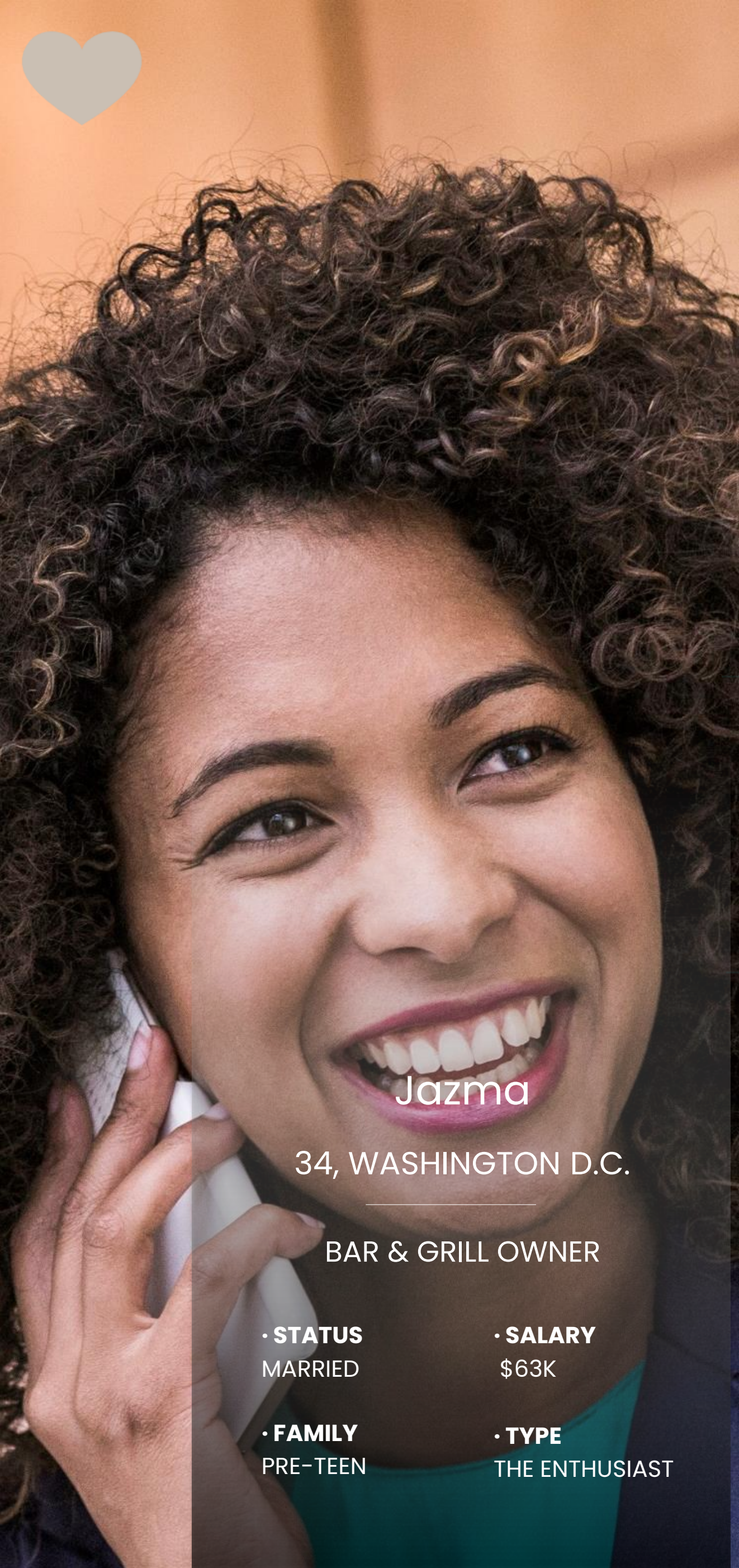
<https://www.youtube.com/watch?v=7DrFY3H-u8w>

## ♥️ ILLUSTRATIVE INTERESTS

- Reading
- Education
- Science and technology
- Humanities
- Galleries and museums
- Plays and musicals
- Culture and arts
- Philosophy

# THE ENTHUSIAST





Jazma

34, WASHINGTON D.C.

BAR & GRILL OWNER

• STATUS  
MARRIED

• SALARY  
\$63K

• FAMILY  
PRE-TEEN

• TYPE  
THE ENTHUSIAST

PERSONALITY

- Expressive
- Excitable
- Sentimental
- Cheerful
- Easily bored
- Creative

BIO

I'm an entrepreneur with a passion for helping people. I started my bar and grill in 2018, right after I got laid off from my corporate job. I am also a food blogger, social media influencer and black millennial who writes about travel, food, millennial life and faith.

My husband and I have been together for 10 years and we have two kids that are the light of our lives, my daughter is 7 (she's all about basketball) and my son is 9 (he's all about football). My degree is in hospitality management from Virginia State University. I believe that ANYONE can be successful if they have the right tools and am using entrepreneurship as a springboard to make an economic impact in our community.

NEEDS



Her choices are driven by a desire for sophistication

INTERESTS

- Community
- Connection
- Human Experience
- Faith
- Healthy Relationships
- Eldercare
- Reading
- Local News
- Grants

VALUES

She considers both helping others and independence as a guide to a large part of what she does. She is driven and sets high goals for herself and works hard to achieve them. She is outgoing and makes friends easily.

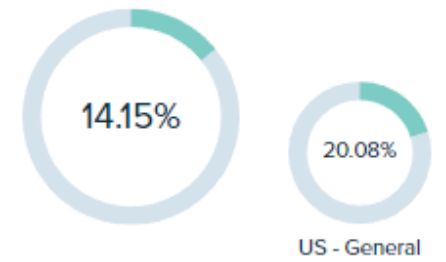
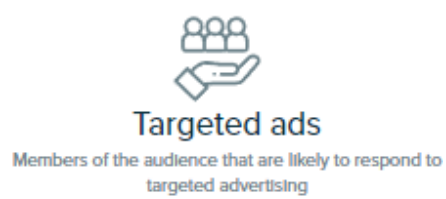
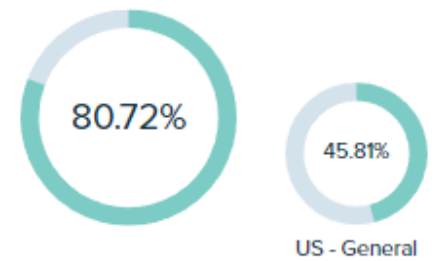
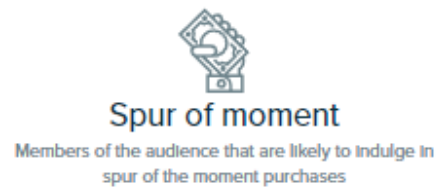
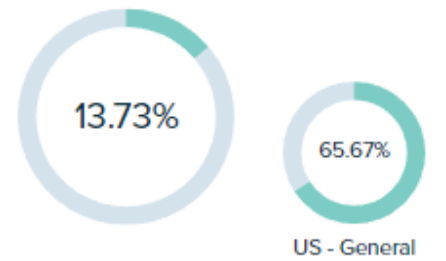
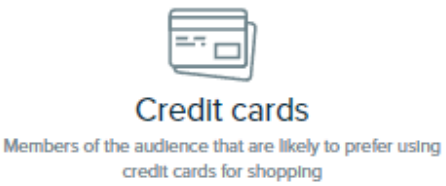
ONLINE BEHAVIOR

Network	Likely to use network	Network	Likely to use network
TikTok	14.14x	WhatsApp	11.07x
LinkedIn	6.88x	Spotify	6.69x
Reddit	4.92x	Medium	4.78x
Discord	3.82x	SoundCloud	3.78x
Facebook	3.64x		

- Strong Black Lead
- BET
- Bloomberg
- Revolt
- The Breakfast Club
- CNN This Morning
- Business Insider
- NowThis
- The Economist
- HuffPost
- Essence
- Complex
- Black Enterprise
- Entrepreneur
- 2INinety
- Spread Love and Kindness
- Wendy's
- Smithsonian NMAAHC
- Chick-fil-A
- Oprah
- Linda Ikeji
- NeNe Leeks

“Hard work and focus, combined with a positive attitude, has changed my life, and I plan to continue on this path until I reach the success, I know I’m meant for.”

Buying Behavior







# DOING

How they act in public? What’s their attitude?

She strives to optimize her work and do it with more automation

She is looking to build, launch and sell out using NTF

She is always working on her social media subscriber base

She invests her money

She is regularly looking for new business

She builds her network

She has a team of employees and needs to constantly sets an example

No day is the same, she problem solves and puts out fires – all day.

Generational Wealth

She often works nights, weekends and holidays.

Legacy

# EMPATHY MAP

“I want my business to thrive and grow predictably



Femineity

“My daily productivity isn’t what it should be.”

# THINKING AND FEELING

What are your client's needs?  
What is important to your client?

“I want to have better friendships”

“I need to make a commitment to myself”

“I need a tribe of likeminded women”

“I want to be closer to the people around me”

“I want to continue to grow”

“Self-doubt has held me back for far too long”

“I need everything to be perfect – and it’s exhausting”

“I want to build a legacy”

“I want to believe I can grow my business without giving up everything else”

“I am at the whim of my clients, so I am constantly chasing business”

“I want to build skills as a professional, entrepreneur”

“I want the perseverance to pursue my dreams”

# SEEING

What is your clients environment like?

# HEARING

What do her influencers talk about ?

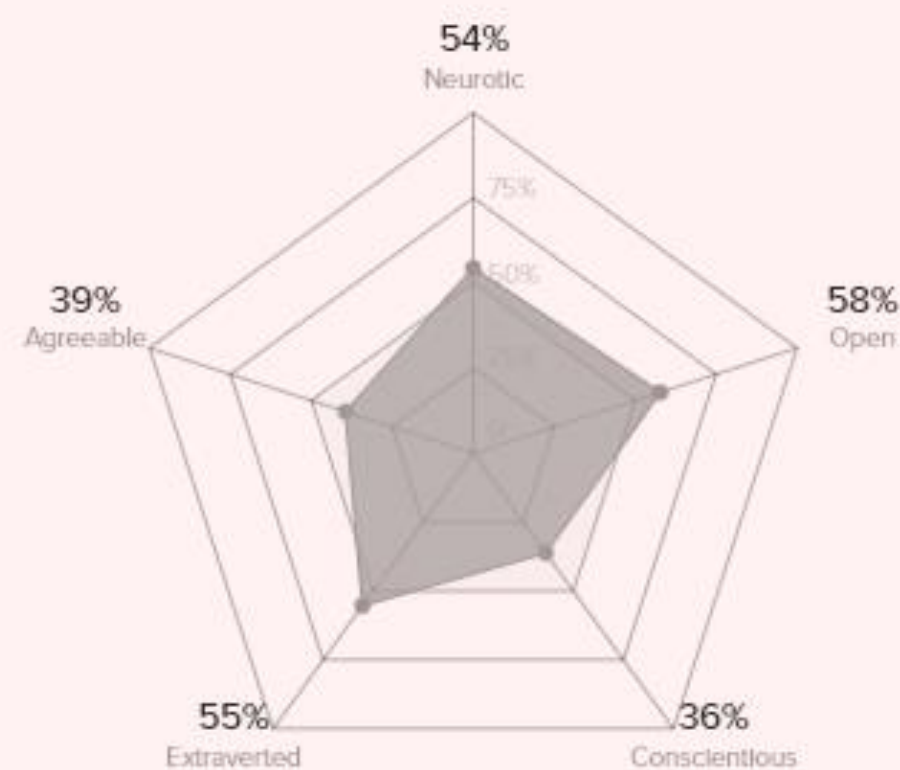
# PAINS

What does she fear? Obstacles?

# GAINS

What does your client hope to achieve?

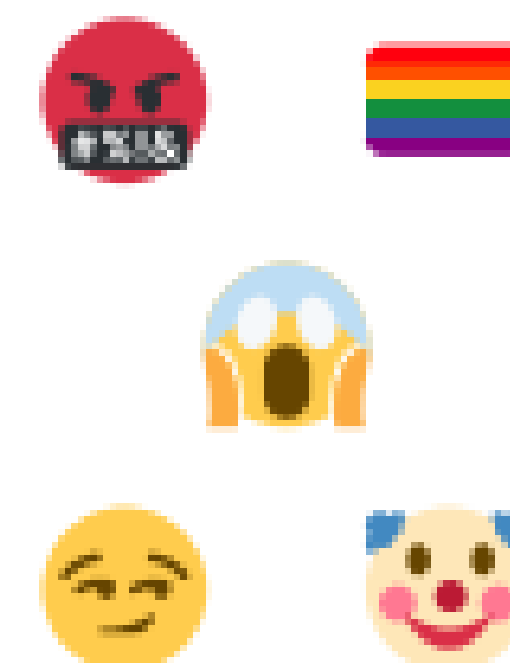




## 👍 INFLUENCE

- Frame things in a positive light (don't offer safety or focus on what they could miss out on)
- Encourage impulsive buying
- Ironically, sell a collectivistic, social justice, ethical vision (perhaps because this is currently rule-breaking and revolutionary)

## 😊 EMOJIS



## 📖 WORDING

Be antagonistic (e.g., swearing, talk about death, anger, negative emotion); use metaphors rather than being concrete; use negations; use tentative language (e.g., "maybe"); talk about music and TV.

## 📷 IMAGERY EXAMPLES

Keywords Punk Loud Weird



## 🎯 BRANDING

- Brand yourself as a romantic and transformative revolutionary
- Be (counter-)cultural and sophisticated
- Be intense and rebellious

## ☕ STYLE

- Ensure messaging is new and innovative – be surprising
- Similarly, be sensational and attention-grabbing
- Look to rock music and horror films for inspiration
- Be comedic
- Break taboos and contradict expectations
- Look to pop art and abstract art
- Make aesthetics complex

## 🎯 AESTHETIC DESCRIPTION

- Morbid, edgy
- Sensational, offensive
- Bold, loud
- Complex
- Abstract
- Weird, different, subversive

## 🎯 EXAMPLE AD



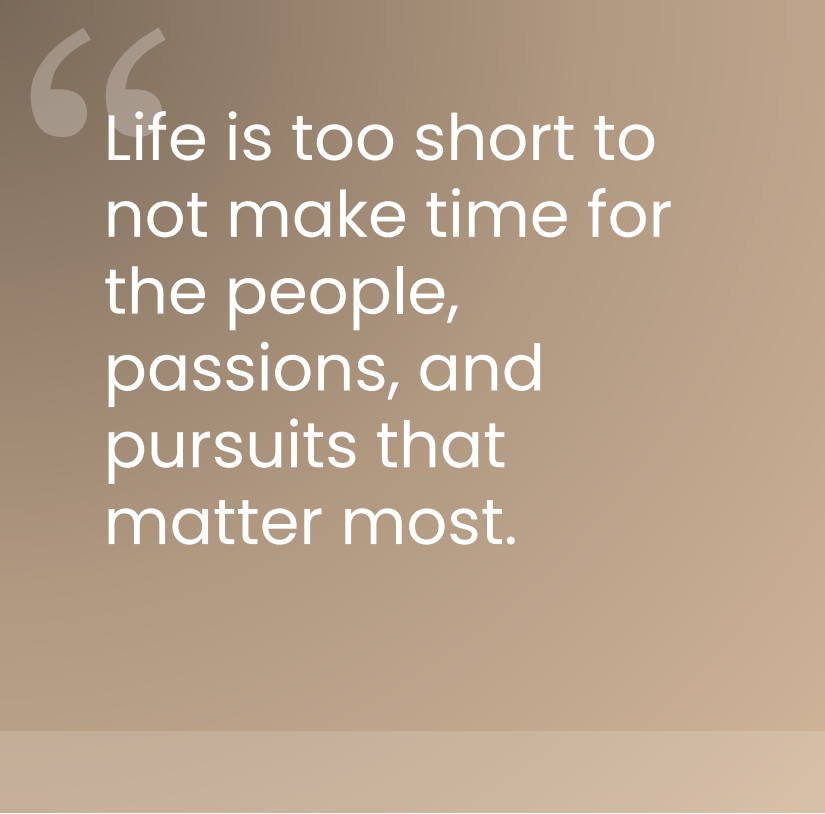
<https://www.youtube.com/watch?v=yovNUABeCrU>

## 💖 ILLUSTRATIVE INTERESTS

- Comedy
- Take-Away / Snacks
- Dating
- Crime Stories
- Spectator Sports
- Indie
- Video Chat Roulette
- Heavy Metal

**THE BLESSED**





- 
- BIO

I am an avid runner and fitness nut – in fact, running is one of my favorite ways to clear my head and relax. And as a Christian, service is important to me; that's why I love doing volunteer work whenever possible.



- CNN Business
- UnMatched
- Oprah
- Maxwell Leadership
- HGTV
- CNN Breaking News
- HuffPost
- Bloomberg
- Property Brothers
- CNN This Morning
- Shark Tank
- Forbes
- The Economist
- Entrepreneur
- Young Hollywood
- The Gospel Coalition
- The Christian Post
- The New York Times
- Ted Talks
- Lisa Bevere
- Women's Rein
- Tresa Todd
- Elle
- InStyle
- Shape



EASE

LOVE

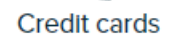
 INTERESTS

- 
- ## VALUES

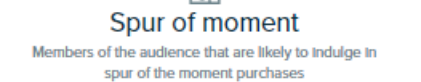
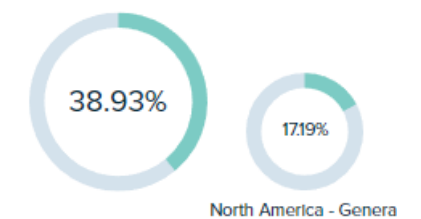
She considers both tradition and independence to guide a large part of what she does. She highly respects the groups she belongs to and follows their guidance. She likes to set her own goals and decides how to best achieve them – a large part of why she is in business for herself

• **TYPE**  
THE BLESSED

## Buying Behavior

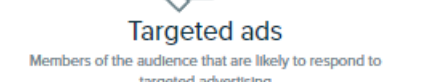
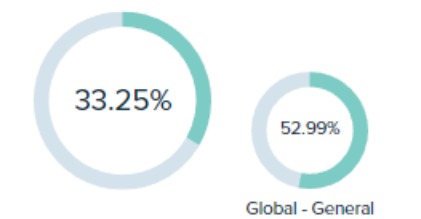


Members of the audience that are likely to prefer using credit cards for shopping



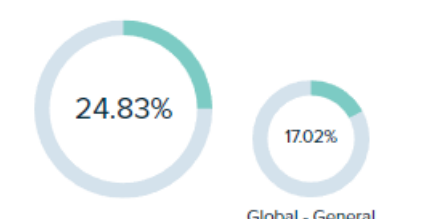
### Spur of moment

Members of the audience that are likely to indulge in spur of the moment purchases



Targeted ads

Members of the audience that are likely to respond to targeted advertising







# DOING

How they act in public? What’s their attitude?

She strives to optimize her work through organization	She builds friendships through service	She is always working on her social media subscriber base
She invests her money	She exercises daily and watches her nutrition	Beauty & Clothing
She’s a coach to her clients and her recruits	A good part of her day is on the phone, active listening is her strength	Faith & God
She’s networking wherever she goes, in-person, online on the phone, and keeps the details of people and transactions organized.		Love

# SEEING

What is your clients environment like?

# HEARING

What do her influencers talk about ?

# EMPATHY MAP

“My business should reflect my values”



Strength

# PAINS

What does she fear? Obstacles?

# THINKING AND FEELING

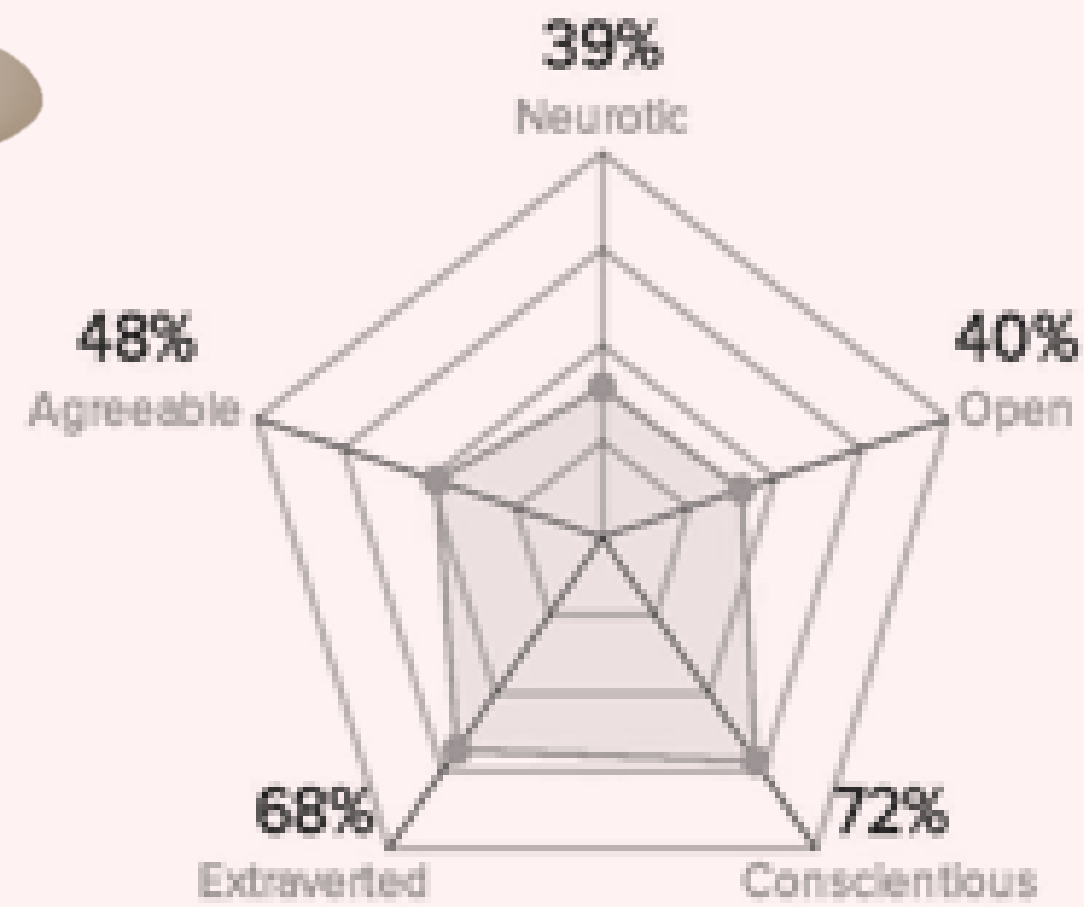
What are your client's needs?  
What is important to your client?

“I want to feel less empty”	“I need to make a commitment to myself”	“I am stressed”
“I want to be the person I am meant to be”	“I need more clients”	“Self-doubt has held me back for far too long”
“I am at the whim of my clients, so I am constantly chasing business”	“I want to step into my superpowers”	“I want to have clarity in my vision for myself and my business”
“I feel disconnected and empty ”	“I want to build deeper professional skills”	“I want to connect with like minded women”

# GAINS

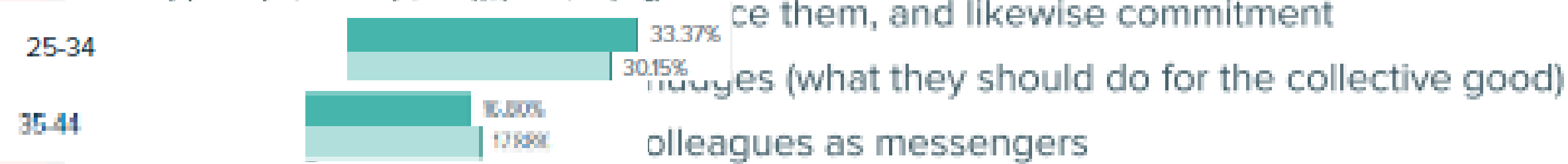
What does your client hope to achieve?



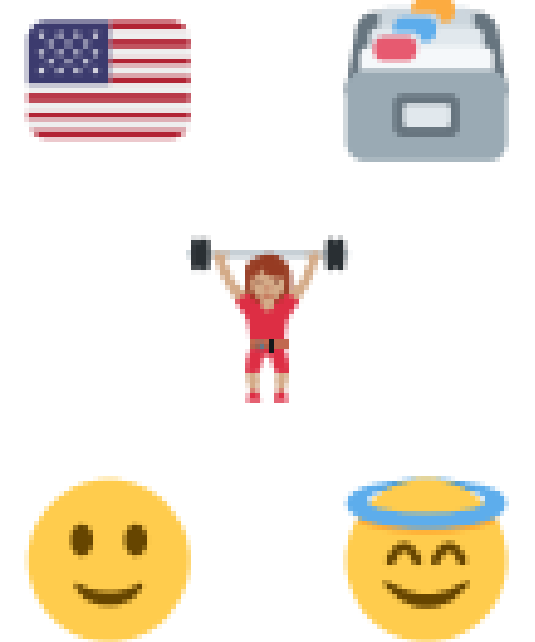


## INFLUENCE

- Have a strong, utilitarian argument
- Present the purchase as a means to happy life experiences with friends and family



## EMOJIS



## WORDING

Be impersonal (e.g., avoid "you", talking about people); talk about time / the future; talk about family, home and work; don't be over-emotional (e.g., swear); be positive and optimistic; avoid negations or negative language.

## IMAGERY EXAMPLES

Keywords: Sensible Portrait Organised



## BRANDING

- Present the brand as sensible, reliable and dutiful
- The brand should be a logical, persistent hero in an everyday context
- Be engrossing and light (e.g., matinee)

## STYLE

- Be conventional and traditional
- Be somewhat social as well (e.g., rom-coms)
- Make sure aesthetics are structured and predictable
- Use imagery that is representational rather than abstract

## AESTHETIC DESCRIPTION

- Representational
- A bit people-focused, social
- Sensible, conventional
- Loving, considerate

## EXAMPLE AD



<https://www.youtube.com/watch?v=C06KzLFLLCo>

## ILLUSTRATIVE INTERESTS

- Finances
- Work
- Self-Care
- Utilities and Upkeep
- Light Exercise
- News / Current Affairs
- Time Management
- Tradition / Patriotism