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# MO MarTech Newsletter

## March 22, 2024 Edition

Discover the Synergy of Soft Skills and Business: Explore the Latest Insights  
in Our Company Newsletter!

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# About US

At MO Martech, our mission is to empower business professionals with the knowledge and skills they need to excel in their roles and provide exceptional service and value to their target audience. We are dedicated educators, not consultants, driven by a deep passion to empower people to solve the toughest business challenges.

## Tip of the Week

### How to Write a Story Using Protagonist Profiles

Unlike traditional buyer personas, a protagonist profile gets into the psychology & emotional makeup of audiences.

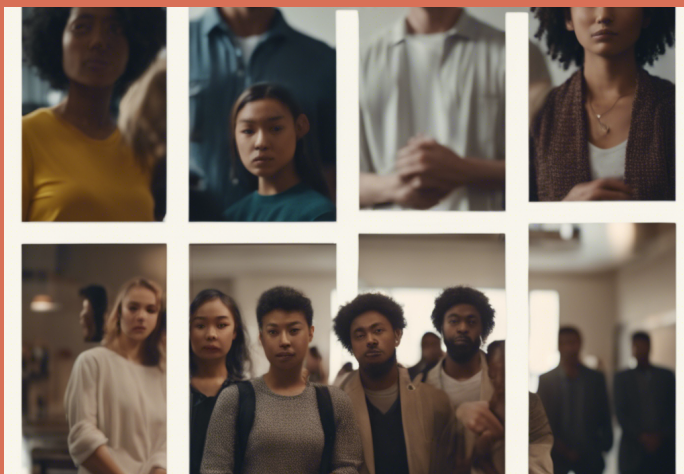
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## News & Headlines

### Marketing Goals & Business Objectives Misaligned

Almost 90% of marketing leaders are more focused on business objectives today than five years ago.

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## Stop Creating Buyer Personas, Do This Instead

Traditionally, businesses have relied on buyer personas to guide their marketing strategies. However, I propose a new approach: **Protagonist Profiles.**

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