

# Service & Scholar — Target Audience Profile

## ■ Core Audience Identity

**Primary Audience:** Active-duty U.S. service members pursuing or considering a college degree.  
**Secondary Audience:** Recently separated or reservist members finishing degrees or exploring education benefits.

## ■ Key Characteristics

| Attribute       | Description   |
|-----------------|---|
| Age Range       | 20–35 (mostly enlisted, E3–E6)  |
| Education Level | Some college or none yet; motivated to start or finish a degree             |
| Service Status  | Currently serving (active duty) or recently separated                       |
| Location        | U.S. military bases (domestic or overseas)                                  |
| Access          | Often using a laptop or phone in limited free time                          |
| Mindset         | Practical, results-oriented, skeptical of fluff; prefer clear communication |

## ■ Pain Points & Challenges

- Unsure where to start earning college credits while serving.
- Confused about CLEP/DSST, Tuition Assistance, and credit transfers.
- Overwhelmed balancing duty schedules with coursework.
- Lack of time, motivation, or a clear roadmap.
- Fear of wasting benefits or losing transfer credits.
- Want to save time and money but don't know which options are best.

## ■ Goals & Desires

- A clear, realistic plan for earning a degree while active.
- Use Tuition Assistance, CLEP, and DSST effectively.
- Graduate faster with less stress and wasted effort.
- Feel motivated and capable, not lost or behind.
- Set themselves up for civilian career advancement.

## ■ Values & Motivation

- Discipline, progress, and self-improvement.
- Making the most of service time.
- Credibility and respect — no fluff, just clarity.
- Motivated by relatable success stories.
- Appreciate encouragement paired with practicality.

## ■ Content Resonance

### **Topics that resonate:**

- Step-by-step guides for earning credits while serving.
- Stories: 'How I earned my degree while active duty.'
- Templates, checklists, and actionable tools.
- Motivation tied to service, discipline, and growth.
- Quick hacks for saving time or maximizing credits.

### **Best formats:**

- Instagram short-form tips.
- Pinterest infographics or visuals.
- Blog deep dives.
- Email stories mixing motivation with guidance.

## ■ Summary Persona: “The Overwhelmed Achiever”

A 28-year-old active-duty service member who dreams of finishing their degree but feels lost trying to balance military life and education. They want a trusted, no-fluff resource that helps them make smart choices, save time, and stay motivated while earning a degree during active service.