

Steven

Marketing Analyst

Social Media Marketing
Key decision-maker
Interacts with people

Demographics

Age 21-25
Gender male
\$80,000/yr
Location: any
Education: Bachelor's
Single, no kids



Goals and challenges

To understand the difference between anxiety disorders and overthinking
Empathize with the user

Primary goalSecondary goalHow you help achieve these goalsPrimary challengeSecondary challengeHow you help solve these problems
Values / fears

Primary valuesCommon objections during sales process

Marketing message
Elevator pitch

Play "A Daily Walk" to better understand the realities of living with an anxiety disorder. Artistic abstraction and metaphor will