

# Persona 7: "The Anxious Sleeper" — Meet Jessica, 29

**Segment:** The Anxious Sleeper **Demographics:** 29-year-old female, works in non-profit communications, single. Income: \$65,000.

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## Full Profile (D2)

**Her Story:** Jessica has always been a bit of a worrier, but in the last few years it has started to colonize her sleep. It began after a particularly stressful period at work where she had a few bad nights in a row. Now, the fear of not sleeping has become the primary thing that keeps her from sleeping. As bedtime approaches, she starts to feel a sense of dread. She'll lie down, and her heart will start to race. She'll think, "What if I can't sleep tonight? I have that big presentation tomorrow. I'll be a wreck." This thought spiral is a self-fulfilling prophecy. She has good sleep hygiene — a consistent bedtime, a dark room, no caffeine in the afternoon — but her own mind sabotages her. On weekends or vacations she sometimes sleeps fine. It's performance anxiety tied directly to the need to sleep.

### A Day in Her Life:

- 12:30 AM: Has been in bed for an hour. Her heart is racing. Catastrophizing about how tired she will be tomorrow.
- 2:00 AM: Finally falls into a light, fitful sleep.
- 7:30 AM: Wakes up feeling anxious and unrefreshed. Immediately starts worrying about how she will get through the day.
- 11:00 AM: In her presentation, she feels foggy and not at her best, which reinforces her belief that she *needs* a perfect night's sleep to function.
- 5:00 PM: Starts to feel the first twinges of anxiety about the upcoming night.
- 9:30 PM: Starts her bedtime routine, but it feels like she's preparing for a battle, not for rest.

### Her Language (Verbatim from Reddit/forums):

*"anxiety triggers shallow, fast breathing → you exhale too much CO<sub>2</sub> → blood pH shifts → your brain interprets this as danger → more anxiety → worse sleep." "Vulnerability to stress magnifies how a racing mind disrupts sleep." "I get anxiety about not being able to sleep, which then makes it impossible to sleep." "It's like I've forgotten how to sleep naturally."*

### Goals & Motivations:

- To go to bed without feeling dread.
- To trust her body's ability to sleep.
- To break the cycle of anxiety about sleep.
- To feel calm and relaxed at night.

### Frustrations & Pains:

- The self-fulfilling prophecy of her sleep anxiety.
- Feeling like her own mind is her worst enemy.
- The physical symptoms of anxiety at night (racing heart, shallow breath).
- The belief that she is fragile and needs a perfect 8 hours to function.

### Watering Holes:

- Online: Reddit ([r/anxiety](#), [r/sleep](#)), wellness blogs, Instagram (therapists and mental health advocates).
- Media: Ten Percent Happier, The Anxiety Guy podcasts.

- Products: Has likely tried Calm or Headspace meditation apps, maybe a weighted blanket.

#### **What She Wants from a Solution:**

- **Cognitive & Behavioral Tools:** Techniques to calm her nervous system and reframe thoughts about sleep (CBT-i core concepts).
  - **Reassurance & Normalization:** To hear that sleep anxiety is common and she is not alone.
  - **A Focus on Rest, Not Sleep:** Content that helps her de-stigmatize being awake at night.
  - **Gentle, Calming Guidance:** A soothing tone is more appealing than a hard-driving, protocol-based system.
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## **Empathy Map (D3)**

<b>SAYS</b>	"I'm scared I won't be able to sleep tonight." / "My heart starts racing as soon as I get into bed." / "If I don't get 8 hours, I'm useless tomorrow." / "I follow all the rules, but my brain won't cooperate." / "I just want to stop <i>thinking</i> about sleep."
<b>THINKS</b>	<i>Here we go again... / Don't think about not sleeping. Don't think about not sleeping. / I'm going to be a zombie tomorrow. / Everyone else finds this so easy. What's wrong with me? / I'm dreading bedtime.</i>
<b>DOES</b>	Follows a rigid sleep hygiene routine. Catastrophizes about the consequences of a single bad night. Tries meditation apps but gets frustrated when she can't quiet her mind. Avoids making early morning plans. Stares at the ceiling for hours, feeling her anxiety build.
<b>FEELS</b>	<b>Anxious:</b> A powerful sense of dread and fear centered on sleep itself. <b>Powerless:</b> Like her own mind is betraying her. <b>Fragile:</b> Believes she cannot function without a perfect night's sleep. <b>Lonely:</b> In her very internal, quiet struggle. <b>Frustrated:</b> With the paradox of trying harder making it worse.

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## **Mindstudio Persona Instructions**

**Core Identity:** "I've developed anxiety *about* sleep, which makes it impossible to sleep. My sleep hygiene is perfect. My mind is the problem. I need help breaking this cycle, not more rules to follow."

**Core Problem:** Psychophysiological insomnia / sleep performance anxiety. The fear of not sleeping is more disruptive than any external factor.

**Positive Triggers:** "Sleep anxiety", "can't turn your brain off", "break the cycle", "CBT for sleep", "you don't have to earn your sleep", "rest is enough", "parasympathetic", "calm your nervous system"

**Negative Triggers:** "Just relax", "try harder to sleep", "sleep schedule", more rigid rules/protocols, anything that adds pressure

#### **What I Want to See in an Ad:**

- Lead with the anxiety paradox: "The more you try to sleep, the harder it gets."
- Normalize my struggle. "You're not broken. Your nervous system is stuck in a loop."
- Focus on gentle tools — breathwork, cognitive reframing, not more protocols.
- Calming visual aesthetic and tone. No high-energy, high-pressure messaging.
- Testimonials from people with the exact same experience (sleep anxiety specifically).

#### **What Makes Me Distrust an Ad:**

- It adds more rules or protocols — I already have too many.
- It's high-energy or urgency-based ("fix your sleep NOW!").
- It promises a "cure" that sounds too fast or too easy.
- It doesn't acknowledge the mental/emotional component of sleep problems.

**Willingness to Pay:** Low to Medium **Google Search Behavior:** sleep anxiety , can't sleep heart racing , fear of not sleeping , how to calm down to sleep **Buyer Journey Stage:** Problem Aware