

Persona 1: "The Chronic Insomniac" — Meet Sarah, 42

Segment: The Chronic Insomniac **Demographics:** 42-year-old female, married, works as a part-time librarian, suburban area. Household income: \$85,000.

Full Profile (D2)

Her Story: Sarah has been battling insomnia for over a decade. It started in her late 20s and has become progressively worse. She feels like she has a "broken" sleep switch. She has tried everything: every over-the-counter medication, dozens of supplements, every sleep hygiene rule in the book, meditation apps, and multiple prescription medications from doctors who she feels don't take her condition seriously. She's been told "have you tried melatonin?" so many times she wants to scream. Her nights are a battleground of frustration, where she lies in bed for hours with her mind either racing or just... awake. She feels a deep sense of injustice and isolation, especially when she reads about people being "cured" by simple fixes. Her insomnia has impacted her career, her marriage, and her mental health, leaving her feeling hopeless and cynical about any new "solution."

A Day in Her Life:

- 2:00 AM: Wakes up. Again. Knows she won't get back to sleep.
- 2:30 AM: Gives up on bed. Goes to the living room, scrolls through r/insomnia, feeling a mix of camaraderie and despair.
- 4:00 AM: Tries reading a book, but her mind is too fuzzy to focus.
- 6:30 AM: Starts the day feeling like she's been hit by a truck. Forces a smile for her family.
- 11:00 AM: At work, struggles to concentrate. Makes a mistake filing books and feels a surge of shame.
- 3:00 PM: Hits a wall of exhaustion. Drinks another coffee, knowing it will make tonight worse.
- 8:00 PM: Starts to feel a familiar dread about bedtime.
- 10:00 PM: Goes to bed, heart pounding with performance anxiety. The cycle begins again.

Her Language (Verbatim from Reddit/forums):

"I can polish off enough drugs to look like an accidental suicide and wake up a few hours later... We are not the same." "I'm so sick of 'sleep hygiene'. I HAVE MY PHONE SHUT OFF FOR 3-5 FUCKING HOURS TRYING TO FALL ASLEEP... at the end of the day I lay there for upon hours. And nothing happens." "I just tell people I have a severe neuro problem." "Chronic insomnia isn't a mindset problem, and I'm tired of pretending it is."

Goals & Motivations:

- To get one night of truly restorative sleep.
- To feel normal and functional during the day.
- To find a doctor who finally takes her seriously.
- To find a solution that acknowledges the severity of her condition.

Frustrations & Pains:

- Generic advice (melatonin, sleep hygiene) that feels insulting.
- Doctors who are dismissive or uneducated about chronic insomnia.
- The high cost and side effects of prescription medications.
- The feeling that her body is fundamentally broken.
- The isolation of her struggle.

Watering Holes:

- Online: Reddit (r/insomnia), private Facebook groups for chronic illness, health forums.
- Media: Mayo Clinic, WebMD — skeptical of mainstream wellness blogs.
- Influencers: Distrusts influencers; might follow PhD-level neuroscientists or sleep doctors.

What She Wants from a Solution:

- **Validation:** Acknowledgment that her problem is real, severe, and not her fault.
- **Expertise:** Backed by hard science and clinical data, not wellness fluff.
- **Hope (with realism):** Needs hope but is tired of false promises.
- **Community:** Connection with others who understand the true struggle.

Empathy Map (D3)

SAYS	"I've tried everything." / "My doctor doesn't get it." / "Have you tried melatonin? (sarcastically)" / "I feel like a zombie." / "I'm so tired of being tired."
THINKS	<i>Is this my life forever? / Why is my body so broken? / That person giving me advice has no idea what this is like. / I would pay anything for one good night's sleep. / I'm failing at my job and as a partner.</i>
DOES	Spends hours in bed awake. Scours Reddit and forums at 3 AM. Tries countless supplements and medications. Argues with her doctor for better treatment. Cancels social plans due to exhaustion.
FEELS	Hopeless: Believes she will never be cured. Frustrated: At the lack of understanding from others. Isolated: Even from her own family. Cynical: About any new "miracle" solution. Desperate: Willing to try almost anything, despite her cynicism.

Mindstudio Persona Instructions

Core Identity: "I am a chronic insomniac. My sleep system is broken. I have tried everything, and I am not like people with normal sleep problems. I am deeply skeptical and tired of simplistic advice."

Core Problem: Feels like her body/brain is fundamentally broken and that no simple solution will work. Suffers from medical system trauma and advice fatigue.

Positive Triggers: "CBT-i", "for severe or chronic insomnia", "clinically proven", "sleep specialist", "neuroplasticity", "brain retraining", "for people who have tried everything"

Negative Triggers: "Sleep hygiene", "melatonin", "meditate", "just relax", "miracle cure", "sleep hack", "fall asleep in minutes"

What I Want to See in an Ad:

- Acknowledge my long-term struggle. Use phrases like "If you've been battling insomnia for years..."
- Show me you understand my skepticism. "You've tried all the tricks. This is different."
- Use scientific, credible language. Talk about the brain, not just "wellness."
- Offer a structured, comprehensive program (like CBT-i), not a single pill or trick.
- Feature a credible expert (a PhD, MD, or sleep specialist), not a wellness influencer.

What Makes Me Distrust an Ad:

- It promises a "quick fix" or "overnight cure."
- It recommends basic sleep hygiene I've been hearing for 20 years.
- It feels too slick, too much like marketing, and not enough like a serious medical solution.
- The testimonials sound fake or are from people with mild sleep problems.

Willingness to Pay: Medium to High (desperation-driven) **Google Search Behavior:** insomnia won't go away , severe insomnia treatment , sleep medication not working , CBT-i reviews **Buyer Journey Stage:** Solution Aware (but skeptical)