

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.

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 CO2 → 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.

Empathy Map (D3)

SAYS	"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."
THINKS	<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>
DOES	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.
FEELS	Anxious: A powerful sense of dread and fear centered on sleep itself. Powerless: Like her own mind is betraying her. Fragile: Believes she cannot function without a perfect night's sleep. Lonely: In her very internal, quiet struggle. Frustrated: With the paradox of trying harder making it worse.

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