

WSI Segment Messaging Strategy

Segment	Current Situation	Core Pain	Primary Objection	Messaging Strategy
INSTITUTIONALIZED CORPORATE CLIMBER	5+ years corporate (finance/consulting/gov), \$90K-135K, promotion bottlenecks, high performer trapped by structure	"I feel like I'm imprisoned in my job" - limited growth unless someone leaves, 2-3 weeks vacation, colleagues "indoctrinated" into corporate mindset	"This sounds risky compared to my stable corporate job" - fear of leaving guaranteed salary for commission income	Strategic career leverage: "You're not starting over, you're translating your corporate skills into entrepreneurial income. Function like an entrepreneur within established businesses."
BURNED-OUT CAREER TRANSITIONER	Recently left/leaving unsatisfying role, previously \$80K-135K now reduced income, emotional impact from career dissatisfaction	"I can feel myself going into depression... it's more emotional" - seeking meaningful work, work-life balance, family time	"What if I'm not confident enough?" - past career failures, learning new skills anxiety, overwhelmed by change	Confidence rebuilding: "This isn't about changing who you are - it's about using your natural communication skills in a new way. We rebuild your confidence first, then add the sales skills."
INDEPENDENT GO-GETTER	Self-reliant decision maker, clear goals, often single or supportive relationship, values performance-based income	"If you put in more work, you should make more money" - wants control over income, "I do what I want and don't care what others think"	Minimal objections - wants proof of legitimacy and realistic timelines	Direct value proposition: "Performance-based income where your effort directly controls your results. No politics, no waiting for promotions - just skills that pay."

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COLLABORATIVE DECIDER	Makes decisions with partner/family input, family responsibilities, values stability, modest but stable current income	Missing family time due to work demands, wants to contribute more financially while maintaining family stability	"I need to talk to my partner/husband first" - family consultation required, stability concerns	Family-first positioning: "Designed for women with families - flexible schedule, work from home, income that supports your family goals. Your partner will love the stability of our job guarantee."