

Meet Dane.

What do they do? Software Engineer

How do they spend their week? Working at the same firm since graduating college. Has a firm grasp on his work and has also solidified his position within the company. Weekday evenings are spent having dinner and watching television at home. Attempts to exercise, but is usually too tired after work and the commute.

What do they do outside of work? Spends his free time exploring the city in which he lives. Loves being outdoors and traveling. Has joined a few Meetup groups, but rarely attends organized events. Majority of his friends either live in other cities, or are too busy with their own lives (i.e. marriage, children, career).

Where do they get their news? Online is main news source. Doesn't enjoy the long-winded commentary of cable news stations. Doesn't enjoy the negativity surrounding local news stations. Would rather not discuss politics or other abrasive news topics in social situations.

How much do they make? Healthy six-figure salary

How do they feel about their job? Loves his work and is also very good at what he does. Workaholic. Has worked hard for everything that he has achieved in life.

What are their concerns in life? Being alone. Has had a few casual relationships over the years that have fallen apart due to Dane's commitment to his career. Would like a family, but is no rush. Wants to find a good woman to build a life with.

What aspects of their life or personality effect how you market your product to them?

Shy and introverted - don't be too pushy make my service friendly and inviting do not project myself as being intimidating

Lack self-confidence - be encouraging put emphasis on their positive traits

Undeveloped social traits - Be specific about how my service can help them

What happened in the past that led them up to this point? Has made his career priority number one since graduation. Spent majority of college years in the library (i.e. no fraternity, rarely went out to bars, had a girlfriend throughout). Relationship ended after graduation due to relocation for work. Still misses her

and wishes that things would have worked out. Has since met women both in the workplace and at social functions. Doesn't excel at small talk and get's nervous when approaching women. Lack of success with human interaction has led him to pursue online dating with little success being achieved.

How do they feel about what happened in the past? Wishes that he would have enjoyed college a little more now that he is older. Is happy with the career decisions that have been made up to this point but is becoming lonely. Is feeling pressure to find a partner now that all of his friends and colleagues are married and have families.

What is their family and relationship status? Single with no children. Has siblings that do not live nearby. Is close with family members, but feels as though he lacks common ground due to the fact that he is still single. Mother would like for him to settle down with a nice girl. Sister has tried to set him up in the past.

What is it about your product that matters to this person? Dane sees me as a ladies man that can help him become better with women. He is highly intelligent and feels that he could have no problem learning the tricks of the trade. Dane understands my willingness to help and thinks that he stands to benefit from spending time with me.

How does it solve a need, ease a pain, or make them feel good? My service will help Dane gain confidence when approaching women online or in real-life social scenarios. He will learn how to build interest in conversation by confidently speaking about himself and asking questions of his target. The skill set that will be acquired will give Dane confidence in many aspects of his life.

How does it better their life? It will make him a more confident man in any social situation. Helps him to understand the theory behind dating and how to "play the game".

What sorts of thoughts should go through this person's head right before they decide to purchase your product? This man can help me get a woman!

What is the "final straw" that makes them pull the trigger? Having many different matches when using online dating sites, but never getting anywhere with these women. Multiple rejections when asking for phone numbers or dates.

Dane

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33 yo

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