



Anne Church

Works as a counselor in prison

Personality type:

Idealist/Confidant: gentle, caring, devoted to what she believes, fears doing the wrong thing, hopeful.

Group Memberships:

AARP, AAA, Quaker Church

Want Anne wants is:

- Support: prayer/encouragement requests that could be posted.
- Study group materials.
- Films to share w/ study group.
- Filmcards to send to family, friends, new members.
- Contact other group members for dates, sharing tips, working on church activities.
- To make a difference.

Anne's potential user path:

1. Receives filmcard from AAA thanking her for her membership.
2. She clicks the link to go to the site. (This copy/label needs to be changed.)
3. Rite now she goes to the join 1 page, I think this may be less than ideal. I want her to go to the homepage so she gets to feel the experience.
4. Build credibility, less hard-sell. She needs to see a "who we are" page. She loves the films but wants to make sure she's not joining a cult. After reassuring herself as to what the company is about she uses the one free card option to send one to her friend. She needs to feel like it's not confusing. Right now I'm concerned it feels too difficult to her. We need to make it more clear, esp about choices of filmcards.
5. Hopefully after she is able to do everything successfully she fills out her member profile (which will be much more obvious on our new homepage).

Estimated revenue from this user:

\$36/yr for membership

\$360/yr+ if we can get her to friend 10 others.

Total = \$396/yr+

How many of these users are out there?



Janet Cares

Marriage and family counselor

Personality type:

Idealist/Advocate: sensitive, feeler, cares most about others

Group Memberships:

AAA, Unitarian Church, Blue Shield, American Cancer Society, Sierra Club, Private Health Club

Want Janet wants is:

- Inspirational filmcards for her clients, “don’t give up”, “you can do it”, etc
- As a breast cancer survivor she appreciates the benefit of hope and encouragement.
- Beautiful card for clients for holidays.
- Filmcards to send to family, friends, new members.
- Watch films to keep herself motivated.
- To do a good job. To change lives.

Janet’s potential user path:

1. Janet sees an ad for spiritclips on google.
2. She clicks the link to go to the site. She views the homepage movie and likes it a lot. She’s intrigued by the idea of sending filmcards but needs a lot more info about it and the company. She has to be careful that the message will fit her clients, friends, family values and needs.
3. She reviews the community area. (this needs to be better for her) She also reads stories. She thinks maybe some of these people would be good clients!
4. Build credibility, less hard-sell. She needs to see a who we are page. She loves the films she viewed but wants to make sure they’re appropriate. Money is not an issue so she joins for 1 month to check it out. She immediately sends out 10 filmcards and the response she gets will determine whether she keeps her membership.

Estimated revenue from this user:

\$36/yr for membership

\$1,800/yr+ if we can get her to friend 50 others.

Total = \$1,836/yr+

How many of these users are out there?



Madeline Friendly

HR Manager for larger corporation

Personality type:

Guardian: cautious, caring, reserved yet nurturing

Group Memberships:

AAA, Baptist Church, HR Professional Group, Inspiring Leadership Group, Toastmasters, Charity group to feed homeless, Peter F. Drucker alumni group, Literacy Group, Children's Camp (LAT), NAACP, AARP

Want Madeline wants is:

- To do a good job.
- To help employees perform better and keep them out of trouble.
- Be inspired (inspirited).
- To help make the world a better place esp for her grandchildren.

Madeline's potential user path:

1. Madeline sees an ad on beliefnet.com
2. She clicks the link to go to the site. She views the homepage movie and likes it a lot. She's intrigued by the idea of sending filmcards but needs a lot more info about it and the company. She has to be careful that the message will fit her clients, friends, family values and needs.
3. She sees a (much bigger link!) to the Business page (need to label this) and goes to that area. She realizes the benefit of using spiritclips in her business but wants verification from colleagues. She posts a question to her HR chat group and also sends link to colleagues (this may need to be a lot better) ie: email page to colleague. She also sees the value of the films to give her ideas for Toastmasters speeches.
4. She calls Lorne for details and is convinced to buy into a corporate account which includes the email newsletter and option to send filmcards.

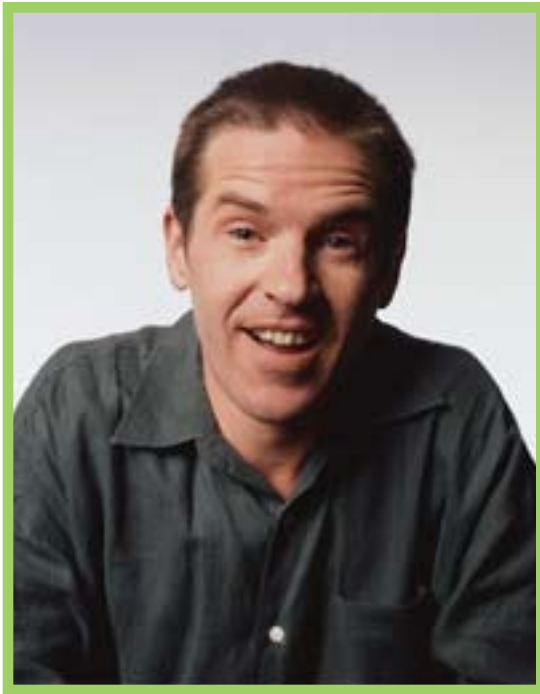
Estimated revenue from this user:

\$1,200+/holiday card

\$500+/mth/newsletter

Total = \$6,200+yr

How many of these users are out there?



Rev. Dan Sterling

Minister

Personality type:

Visionary/Mentor: Outgoing, involved, active in community, cares about others, selfless, funny, open to new ideas, likes to work with children and seniors

Group Memberships:

Catholic Church, Charity group to feed homeless, Church sports club

Want Dan wants is:

- Support: prayer/encouragement requests that could be posted.
- Study group materials.
- Films to share w/ study group.
- Filmcards to send to family, friends, new members.
- Contact other group members for dates, sharing tips, working on church activities.
- To get feedback from congregation.

Dan's potential user path:

1. Dan sees an ad on beliefnet.com
2. He clicks the link to go to the site. He feels inspired by the homepage movie. He gets how he can use this material with his congregation, especially the youth groups and seniors. He sees the films for religious leaders section on the homepage (need this) and goes there immediately. He's intuitive, a quick study. He doesn't need to read a lot of support material. He likes the hands-on approach of calling Lorne, which he does and signs up for the Film and Bible Guide program.

Estimated revenue from this user:

\$19.99 from DVD download

How many of these users are out there?



Amy Struggles

Unemployed

In drug re-hab, goes to AA, rescues stray animals

Want Amy wants is:

- To feel better (about herself)
- To connect.
- To be motivated to keep going.
- To reach out to friends and family.
- To thank others.
- To find a job.
- To feel supported.
- To help her kids.



Karen Soul

Women-owned business owner

employees 500 sales associates

Attends temple

Want Karen wants is:

- To motivate, inspire, reward and encourage employees
- To watch films to entertain/uplift herself and her family after work
- To be seen as a good human.
- To get appreciation back.
- To impress, get, retain, reward clients.
- To set the tone of meetings.



Joe Goh

Mid-level Motivational Speaker

Attends AA

Want Joe wants is:

- To build his business and reputation
- To impress, get, retain, reward clients.
- To have material to give him ideas
- To motivate, inspire, reward and encourage others



spiritCLIPS
watch. feel. share.

BRAND IDENTITY

loving • caring • compelling

sharing • encouraging

helpful • honest • open

real • courageous • strong

supportive • moving

idealistic • inspiring

spiritual • fun • friendly

world-changing . . .