

# Jane Worksmith



*Age: 47*

*Occupation: Business Office Manager*

*Marital/Family Status: married with two sons and a daughter.*

*Mother is in an ALF and father passed away from ALS.*

*Household Income: \$135,000*

*Net Worth: \$434,737*

*Lives in Denver Co. Old renovated home near the park she played at growing up.*

*Democrat. Volunteers at the local homeless shelter once a month.*

*MISC: drives a Lexus and loves it. Has two hypoallergenic miniature doodles. Attended the #METOO marches. Shops at Whole Foods and Sprouts because they are "healthy".*

*Willing to pay more for quality.*

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*Avatar*

### **Personality Profile:**

Jane knows she's right because she's educated and knows the "right way to research" a topic because she "learned" it. She would say she's not prone to bias the way most people are because she was taught to know better in college.

She is generally quiet but assertive with a dry sense of humor. She expects people to do what they say and wants a guarantee focused on service and outcome, not on price and deliverables. She wants things to work because she doesn't have time to pick up the pieces. Her plate is full so she needs a partner that removes the hassle and the worry.

She doesn't have to be in control, in fact, she prefers to trust in her people, and vendors and will delegate where possible.

She makes her kids lunch and writes notes to her husband before work.

She "hates" Trump.

She's too patient with customer service reps and wishes she went to church more.

She's frustrated she can lose that last 20 lbs.

### **Hobbies and Interests:**

- Problem Solving
- DIY projects around the house and gardening
- Reading and journaling
- Hosts dinner parties with her girlfriends
- Sends political posts to her friends
- TV: Sex and the City. MSNBC. CNN. NPR always on the radio
- Eats "healthy" whenever she can
- Cheats with sweets
- Glass of wine most nights

## *Jane's Unspoken Question:*

# ■ ■ How can you make my day easier?

*What does she want you to know about her?*

- *She manages everything for her providers.*
- *She's responsible for the budget.*
- *She's basically the company's HR department too.*
- *She screens vendors before passing them along to the providers.*
- *She jokes that she's a jack of all trades.*

## **Hot Buttons:**

*Jane would say,*

*"I love my job. I care about our patients but there is never enough time in the day. I want to find solutions that make my day easier and take very little emotional investment."*

### *Information Alternatives:*

- *She talks with friends and close colleagues*
- *She listens to NPR and reads the New Yorker*
- *She listens to MSNBC/CNN correspondents she trusts and Michelle Obama.*

### *What motivates her to use your service?*

*Anything to stay off of her provider's radar. She doesn't want to deal with the fuss. She has enough going on and doesn't need the providers asking her about "Why so much for X?" or "What happened with Y?".*

*She just wants things taken care of. She wants them simple and streamlined but most importantly THINGS CANNOT GO WRONG. She simply doesn't have the bandwidth to handle problems.*

*Everything has to be done by the books to protect her staff and patients.*

*She wants to impress her providers.*

*She doesn't need a moneyback guarantee, just a guarantee that if things go wrong, they will be fixed for free and promptly.*

**SHE WANTS REFERENCES, ASSURANCES, AND A GOOD TRACK RECORD. VETTING YOU HAS TO BE AS EASY AS ONBOARDING YOU. SHE JUST DOESN'T HAVE THE TIME FOR FLUFFERY.**

*She wants smart, progressive info she can share with her staff and peers. She wants to demonstrate her brilliance to colleagues and employers.*

*She needs instant access to someone when there are issues.*

*It's best to agree with her. Don't be a know-it-all. Avoid irrelevant copy. You'll lose her attention.*

**SALESY STUFF SOUNDS SLIMY.  
DON'T PREACH OR TEACH - HER DOCTORS  
DO THAT ALREADY.  
DON'T BE TRICKY, HER STAFF IS ALREADY  
TRICKY ENOUGH.**

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**Key Phrases:**

- *"You're right. Here's proof."*
- *"Research says..."*
- *"As you know..."*
- *"You want something that makes life easier"*
- *"Save time"*
- *"Experts agree..."*