

## Persona 1 - Kelley Knownot



### Description:

Kelley doesn't know about the Gardner Institute or Jayne Gardner specifically. She is seeking guidance or answers, and knows that her life is lacking *something*. She is female, 33, has college education and is gainfully employed or part of a family that has stable, reliable income source. Kelley and her husband are planning on starting a family.

At her core, she understands that investing in bettering herself is the key to making her life and the life of everyone around her richer. She believes that it is something worth her time and money and is currently looking for opportunities that will enrich her life. She has come to this understanding by reading and following the work of people like Eckhart Tolle and websites like Top Daily Habits, and Science of the Mind.

### Location in the Conversion Funnel:

Top

### Content that will appeal to her:

Kelley will find relatable blog content very appealing. She likes the idea that there is someone out there actively thinking about things like life improvement, depending or enriching the experience of everyday life. She really wants to learn as much as she can about how she can think about spirituality and improving herself. Things like free chapters of books, a free one hour introductory course, or a free consultation will help her decide if Gardner Institute is going to be a good fit for her. She's ready to invest, just needs convincing.

She would most likely be interested in the all-encompassing idea of the Mindset Process. Though she may not want to be a life coach just yet, she is interested in all that this lifestyle has to offer.

### Products for Sally:

- Divine Intelligence, 21 Days to Hack Your Brain, Life Balance Wheel, Mindset Synergy Group