

Persona 2 - Referral Rita



Description:

Rita and her friends are interested in the idea of spirituality as a means to improve your life and the lives of those around you. Rita actually attended a talk by a life improvement coach last fall and interested in pursuing that interest further. She heard about the Gardner Institute from a friend and heard great things. She might or might not have read Divine Intelligence in the past. At her core, Rita knows that she wants to be life coach and she is intrigued by the Gardner Institute's Mindset process. She knows that spiritual coaching will benefit her.

She is 45 with a sizable individual or combined income. Her husband and her family live in a nice 3 bedroom house in the suburbs and she is tired of her job. She is looking to make something great with her career.

Location in the Conversion Funnel:

Middle

Content that appeals to her:

Rita - like Kelley - will benefit from a well of resources about her interests which are spirituality, the life coaching industry, and the overall enrichment of one's everyday life. She would also like to see some credentialed details about the Gardner Institute, like testimonials, previous speaking engagements by Jayne Gardner, book and course reviews, etc. She is capable of parsing the details about the Mindset process and would like to know how it is different from other types of life coaching or life improvement courses she could take. She will definitely need to know the process by which you get certified with the Gardner Institute and what that entails.

She would also like to know what happens to those who get certified with the Gardner Institute. Are they successful after the course? Are there resources or a community available to previous clients looking to make it on their own?

Products for Rita:

- Divine Intelligence, Mindset Synergy Group, Evolve Retreat, Group Coaching, Core Coaching Course, Mindset Package