



# IDEAL MEMBER BLUEPRINT

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CREATED FOR COSMOPOLITAN INTERNATIONAL

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# HOW TO USE THIS GUIDE

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This Ideal Client Avatar document is a foundational tool for understanding and catering to your target audience. By providing a comprehensive profile of your ideal client, it offers insights into their demographics, psychographics, pain points, motivations, and more. Here's how you can maximize its potential:

## 1. TRAINING & ONBOARDING

- **For New Employees:** Introduce them to the type of clients they'll be engaging with. This profile offers context and instills a customer-centric approach right from the start.
- **Role-Playing:** Use the avatars for simulated interactions in training sessions, honing communication and service skills.

## 2. MARKETING & CONTENT CREATION

- **Targeted Campaigns:** Craft marketing campaigns that directly address the client's needs, desires, and concerns.
- **Content Strategy:** Develop blog posts, videos, webinars, and other content that addresses the questions, problems, or interests of the ideal client.

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# HOW TO USE THIS GUIDE

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- **Ad Segmentation:** Use the demographic and interest data for targeted ad campaigns, especially on platforms that allow detailed segmentation.

## 3. MESSAGE ALIGNMENT

- **Brand Messaging:** Align all brand communications with the values, aspirations, and pain points of your ideal client.
- **Sales Conversations:** Arm your sales team with knowledge about the client's cares, fears, and desires to guide discussions towards a fitting solution.

## 4. PRODUCT & SERVICE DEVELOPMENT

- **Feedback Loop:** As services/products evolve, refer to the avatar's desires and pain points for direction.
- **Package Offerings:** Craft offerings that cater to specific segments of your client base, informed by the avatar's details.

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# HOW TO USE THIS GUIDE

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## 5. CUSTOMER SUPPORT & EXPERIENCE

- **Personalized Service:** Enhance your customer support's empathy and understanding using the avatars.
- **Experience Enhancement:** Design a client journey that resonates deeply, from the first touchpoint to ongoing support.

## 6. STAKEHOLDER ALIGNMENT

- **Unified Vision:** Ensure all teams, from marketing to operations, share a cohesive vision of the business's target audience, fostering consistent decision-making and strategy.

## CONCLUSION

Regularly revisit and update the Ideal Client Avatar document. As market dynamics shift and as you collect more real-world data, adjust the avatars for continued relevance. It's a living document meant to evolve alongside your business and client base.



# 01

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## **360 VIEW**

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Comprehensive overview of your ideal client, covering demographics, psychographics, pain points, and common questions to better understand and serve their needs.



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# 1a. DEMOGRAPHICS

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Cosmopolitan International's ideal members span a diverse spectrum, with a particular focus on individuals aged 40 and under, primarily in their 30s and 40s. They possess a range of educational backgrounds, often with a high school or some college education, and engage in various professions, including business ownership, entrepreneurship, banking, finance, sales, and insurance. These members are often married with two children and frequently have personal ties to diabetes, motivating their interest in the organization. Their motivations to join vary from a desire to contribute to the community, network, engage in personal growth, and participate in social activities.



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## DEMOGRAPHICS

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Demographics outline the statistical aspects of your ideal client such as age, education level, and occupation. Understanding these factors helps to narrow down your target audience and tailor your marketing efforts for maximum impact.

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# 1b. DEMOGRAPHICS

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## Detailed Ideal Member Profile

- **Age Range:** Predominantly 40 and under, with a focus on members in their 30s and 40s.
- **Education Level:** High school graduate or some college education, with no strict requirement for a formal degree.
- **Occupation/Profession:** Varied, with a significant representation of business owners, start-up solopreneurs, entrepreneurs, professionals in banking, finance, sales, and insurance.
- **Demographic Factors:** Typically married with two children, suggesting a family-oriented lifestyle.
- **Motivations:** Joining the organization is driven by a mix of factors, including a desire to give back to the community, network with like-minded individuals, participate in social outings, and seek personal growth and development opportunities.
- **Connection to Diabetes:** Many members have a personal connection to diabetes, either through a family member or their own diagnosis, which fuels their interest in Cosmopolitan International.



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## 1c. DEMOGRAPHICS

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- **Previous Involvement:** Some members may have prior experience with community service organizations or service clubs, while others are new to such involvement.
- **Tech-Savvy:** The younger demographic members are typically tech-savvy, comfortable with digital communication, and may prefer online interactions.
- **Time Constraints:** Balancing commitments in their careers and family life, they may have limited time available for volunteering, which is a consideration in their level of involvement.
- **Philanthropic Orientation:** Members share a commitment to philanthropy, advocacy, community engagement, and self-education, particularly in understanding and raising awareness about diabetes.
- **Networking Opportunities:** They recognize the value of networking and social interaction, whether for personal or professional purposes.
- **Desire for Impact:** Members are motivated by the prospect of making a meaningful impact, both in their communities and in the broader context of diabetes awareness and research.

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## 1d. DEMOGRAPHICS

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- **Leadership Aspirations:** Some members, especially those in their 40s, may be looking to enhance their leadership skills and take on leadership roles within the organization.
- **Accepting of Diversity:** They appreciate diversity and value different perspectives and communication styles brought by younger members.

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## 2a. PSYCHOGRAPHICS

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### **Ideal Member Psychographic Summary**

Cosmopolitan International's ideal members are passionate advocates for philanthropy, community welfare, and self-education. They exhibit a strong social consciousness, often driven by personal experiences with diabetes. These individuals actively engage in community initiatives, value empathy, and seek to make a significant impact. Their decision to join is influenced by cost, time commitment, networking opportunities, and the desire to contribute meaningfully.



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### **PSYCHOGRAPHICS**

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Psychographics delve into the emotional and psychological aspects of your ideal client. This includes their values, fears, aspirations, and lifestyle preferences. Knowing what motivates or deters your clients gives you the emotional intelligence needed to connect with them meaningfully.

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## 2b. PSYCHOGRAPHICS

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### Ideal Member Psychographic Details

- **Passionate Philanthropists:** Ideal members of Cosmopolitan International are deeply committed to philanthropy and community well-being. They possess a strong sense of social responsibility and actively engage in charitable causes, driven by their desire to make a positive impact on society.
- **Advocates for Change:** These individuals use their voices to advocate for important social issues. They are vocal proponents of diabetes awareness and actively participate in advocacy efforts to promote positive change.
- **Dedicated to Self-Education:** Ideal members have a strong commitment to self-education, particularly about diabetes. They seek to expand their knowledge and understanding of this health condition to better contribute to the organization's mission.
- **Community Involvement:** These individuals are deeply involved in their communities. They participate in various community initiatives, including local events and fundraisers, to support causes beyond diabetes awareness.

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## 2c. PSYCHOGRAPHICS

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- **Personal Connection to Diabetes:** Many ideal members have a personal connection to diabetes, either through their own experiences or those of their loved ones. They understand the challenges and impact of diabetes on a personal level, motivating them to be part of the organization's efforts.
- **Influenced by Networking:** Networking opportunities and the chance to build meaningful connections with others are significant factors that influence their decision to join. They value the relationships they can develop within the organization.
- **Balancing Commitments:** Ideal members carefully consider the time commitment and cost of membership. They aim to strike a balance between their involvement in the organization and other commitments in their lives.
- **Impact-Driven:** These individuals are motivated by the desire to make a tangible impact. They want to see the results of their contributions and believe in the effectiveness of the organization's efforts.
- **Motivated by Personal Values:** Their values of unity, service, and action align with the organization's mission, motivating them to become active members.

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## 2d. PSYCHOGRAPHICS

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- **Loyalty Through Engagement:** Active involvement in club events and projects fosters loyalty and long-term membership.
- **Appreciation for Educational Opportunities:** They recognize the educational value of the organization's projects and its potential to enhance their understanding of diabetes and community service.
- **Apprehensive About Exclusivity:** They may have concerns about the exclusivity of the club and its perceived credibility due to its smaller size.
- **Impact on Personal Well-Being:** Being part of the organization provides a sense of purpose, satisfaction, and improved well-being.
- **Diverse Community Impact:** They appreciate the diverse range of community segments the organization serves, from veterans to individuals with special needs.
- **Global and Local Impact:** Ideal members are drawn to the organization's global and local impact on diabetes awareness, research, and treatment.
- **Transparent Governance:** They value the organization's transparent governance practices, ensuring accountability in fund utilization and project management.



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## 3a. MOTIVATIONS

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Ideal Cosmopolitan International members are motivated by a strong desire to make a positive impact in their communities and fight against diabetes. They are driven by the aspiration to create change, improve lives, and support charitable causes. The organization's core values of unity, service, and action deeply resonate with them, and they find inspiration in the belief that collective efforts can address pressing social issues. These members are emotionally triggered by the sense of unity within the organization and the satisfaction of actively contributing to combat diabetes and uplift those affected by it.



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### PAIN POINTS

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This section identifies the specific problems or issues that your ideal client is facing, which your service or product aims to solve. Understanding these challenges allows you to position your offering as the solution, speaking directly to the needs and wants of your clientele.

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## 3b. MOTIVATIONS

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### Motivations and Emotional Triggers

- **Passion for Impact:** Members are driven by a strong passion for creating positive change in their communities, particularly in the context of diabetes awareness, research, and treatment.
- **Desire to Contribute:** They have a sincere desire to contribute to charitable causes and advocate for social issues, with a focus on improving the well-being of individuals and the community as a whole.
- **Alignment with Core Values:** The organization's core values of unity, service, and action deeply resonate with them, reinforcing their commitment to its mission.
- **Belief in Collective Action:** Members believe in the power of collective efforts and collaborations to address pressing societal challenges, fueling their motivation to participate actively.
- **Sense of Unity:** The sense of unity within the organization, where members share a common purpose and work together toward a common goal, is a significant emotional trigger.

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## 3c. MOTIVATIONS

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- **Impact and Satisfaction:** They are emotionally fulfilled by the knowledge that their actions are making a tangible difference in the fight against diabetes, providing a sense of satisfaction and purpose.
- **Advocacy and Awareness:** The opportunity to advocate for diabetes awareness and contribute to research resonates deeply with members, motivating their continued involvement.
- **Philanthropic Drive:** Their philanthropic drive fuels their commitment to fundraising activities and charitable initiatives that support the organization's mission.
- **Networking and Connections:** Some members are motivated by the potential for networking and establishing meaningful connections within the organization and their communities.
- **Leadership Opportunities:** The chance to take on leadership roles within the club empowers members and motivates them to contribute actively.
- **Personal Connection:** Those with a personal connection to diabetes may experience a strong emotional trigger, as their involvement is not only philanthropic but also deeply personal.

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## 3d. MOTIVATIONS

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- **Community Well-being:** A genuine concern for the well-being of their communities, especially in areas related to diabetes, drives members to engage in community service.
- **Empowerment:** Members are empowered by the belief that their actions can lead to positive outcomes, reinforcing their motivation to stay involved.
- **Fulfilling Personal Values:** Being part of the organization allows members to align with their personal values of giving back and making a difference in the world.

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## 4a. COMMON QUESTIONS

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### **Questions for the Organization (Cosmopolitan International):**

1. What specific projects or initiatives is Cosmopolitan International currently working on to combat diabetes?
2. Can you provide more details about the impact of the organization's fundraising efforts on diabetes research and awareness?
3. How often does the organization hold meetings and events, and what are the typical time commitments for members?
4. What resources and support does Cosmopolitan International offer to new members who want to get involved?
5. Are there opportunities for leadership roles within the organization, and how can I contribute to the cause effectively?
6. Can you share success stories or testimonials from members who have made a significant impact through their involvement?
7. What is the process for joining Cosmopolitan International, and what are the membership dues, if any?
8. How does the organization engage with the local community, and what community projects are currently underway?

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## 4b. COMMON QUESTIONS

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9. Can you provide information about the organization's transparency and governance practices?
10. What is the long-term vision and strategy for Cosmopolitan International in its fight against diabetes?

### **Questions for Self-Talk:**

1. How can I balance my time commitments to Cosmopolitan International with my other personal and professional responsibilities?
2. What specific skills or knowledge can I gain by actively participating in the organization's initiatives?
3. Am I passionate about the cause of fighting diabetes and making a positive impact in my community?
4. Do I have a clear understanding of how my involvement in Cosmopolitan International aligns with my personal values and aspirations?
5. What are my short-term and long-term goals within the organization, and how can I achieve them?
6. How can I use my existing network of friends and colleagues to support and promote the organization's mission?



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## 4c. COMMON QUESTIONS

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7. What contributions can I make to ensure that Cosmopolitan International continues to thrive and make a difference in the fight against diabetes?
8. Am I willing to actively participate in events, fundraisers, and community projects to maximize my impact?
9. How can I leverage my unique skills and experiences to benefit the organization and its goals?
10. Am I committed to ongoing learning and growth as a member of Cosmopolitan International?

### **Questions for Friends and Others:**

1. Have you heard of Cosmopolitan International, and do you know anyone who is a member?
2. What do you think about the organization's focus on fighting diabetes and its impact on the community?
3. Do you know of any success stories or significant contributions made by members of Cosmopolitan International?
4. Have you or anyone you know been personally affected by diabetes, and do you believe in the importance of supporting this cause?

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## 4c. COMMON QUESTIONS

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5. Would you consider joining or recommending Cosmopolitan International to someone who is passionate about community service and philanthropy?
6. What organizations or initiatives have you been involved in that align with the values and goals of Cosmopolitan International?
7. How do you perceive the credibility and reputation of Cosmopolitan International compared to other similar organizations?
8. Are there any concerns or questions you would like me to address before becoming a member of Cosmopolitan International?
9. Do you see potential synergies or collaborative opportunities between your interests and the organization's activities?
10. Can you provide insights or advice on how to make the most of my membership in Cosmopolitan International to make a meaningful impact in the fight against diabetes?

These questions encompass a wide range of inquiries that an ideal member may have when considering joining Cosmopolitan International and engaging with the organization's mission.



# 02

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## THE MEMBER JOURNEY

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The member's journey outlines the steps or phases an ideal member takes from awareness to membership – and beyond!

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# 1a. DISCOVERY

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Potential members discover Cosmopolitan International through various pathways, including word of mouth, local fundraisers, social outings, and the organization's online presence. Friends and current members often introduce them to the group's mission and values, while community events and social media engagement offer firsthand experiences. The organization's website and online search engines provide essential information, and participation in community fairs and booths fosters direct engagement with local communities. This diverse range of pathways ensures that individuals can explore and learn about Cosmopolitan International in ways that resonate with them.

## PATHWAY TO AWARENESS

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- **Word of Mouth:** Potential members often learn about Cosmopolitan International through word of mouth. Current members and friends who are already part of the organization may introduce them to the group's activities and mission.

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## 1b. DISCOVERY

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- **Local Fundraisers and Social Outings:** Attending local fundraisers or social outings organized by Cosmopolitan International can be a significant pathway to awareness. These events provide a firsthand experience of the organization's activities and values.
- **Social Media Strategy:** While the impact of social media is still being assessed, the organization utilizes platforms like Facebook and LinkedIn to engage potential members. Social media can be an effective tool for spreading awareness and reaching a wider audience.
- **Website and Online Presence:** Cosmopolitan International's website serves as an essential resource for potential members. It offers information about the organization's mission, projects, and local clubs. Online search engines may lead individuals to the website.
- **Community Fairs and Booths:** The organization participates in community fairs and sets up booths, allowing them to engage with local communities directly. These fairs offer opportunities to showcase their initiatives and attract potential members.

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# 1c. DISCOVERY

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## KEYWORDS

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1. Cosmopolitan International diabetes support
2. Local community service clubs
3. How to Join Cosmopolitan International
4. Diabetes awareness organizations
5. Cosmopolitan International local chapters
6. Community impact through philanthropy
7. Cosmopolitan International social outings
8. Diabetes research and fundraising
9. Local charity fundraisers
10. Cosmopolitan International membership benefits
11. Community involvement and volunteer opportunities
12. Cosmopolitan International events and projects
13. Diabetes education and advocacy
14. Philanthropic organizations near me
15. Diabetes prevention initiatives
16. Community service club in my area



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## 2a. CONSIDERATION

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As prospective members contemplate their involvement with Cosmopolitan International, they explore various essential factors that shape their decision-making process. This section delves into key considerations that hold significance to potential members. These factors range from the organization's impact on diabetes and community engagement to membership benefits, leadership opportunities, and transparency in governance.

### KEY CONSIDERATIONS:

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- **Impact on Diabetes:** Potential members are likely to consider how their involvement with Cosmopolitan International can contribute to the fight against diabetes. They seek information about the organization's diabetes-related projects and initiatives, such as fundraising for research and supporting diabetes camps.
- **Community Engagement:** Cosmopolitan International's involvement in local communities is a key consideration. Potential members may want to know about the organization's community impact, including health screenings, charity fundraisers, and support for various charitable causes beyond diabetes.

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## 2b. CONSIDERATION

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- **Membership Benefits:** Understanding the benefits of membership is crucial. Potential members may seek information about the personal and professional growth opportunities offered by the organization, as well as the chance to build new connections and friendships.
- **Leadership Opportunities:** For those looking to take on leadership roles, information about leadership opportunities within the organization is vital. Potential members want to know how they can contribute effectively and shape the organization's activities.
- **Transparency and Governance:** Questions related to transparency in governance and financial practices may arise. Potential members may want to ensure that the organization operates ethically and responsibly.

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## 3a. DECISION

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During the decision phase, the availability of clear and comprehensive information is essential to guide potential members toward joining Cosmopolitan International and becoming active contributors to its mission.

### INFORMATION SOUGHT BY IDEAL MEMBER

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- **Membership Details:** They require clarity on the membership process, including the steps to join, membership dues (if any), and any prerequisites.
- **Meeting Frequency and Time Commitment:**  
Understanding how often the organization holds meetings and the expected time commitment is crucial for potential members to assess their availability.
- **Skills and Knowledge Development:** They may seek information on how the organization can help them acquire new skills and knowledge, especially in areas related to diabetes awareness and community service
- **Success Stories and Testimonials:** Potential members look for success stories and testimonials from current members who have made a significant impact through their involvement with Cosmopolitan International..

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## 3b. DECISION

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- **Networking Opportunities:** Information on how the organization facilitates networking and relationship-building, both locally and internationally, is valuable.
- **Value Proposition:** Potential members want to understand how joining Cosmopolitan International aligns with their values and aspirations, and how it can contribute to their personal and professional growth.
- **Synergies with Personal Interests:** For those with specific interests or backgrounds, potential members may seek insights into how their unique skills or experiences can be leveraged within the organization to benefit its mission.
- **Impact Measurement:** They may inquire about the methods used to measure the impact of the organization's efforts in the fight against diabetes and its contributions to the community.
- **Additional Resources:** Access to resources such as brochures, informative guides, and orientation materials can aid potential members in making an informed decision.



# 03

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## UNIQUE VALUE PROPOSITION

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The UVP clearly articulates the distinct benefits and advantages that set your service apart from competitors.

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# 1a. CREDIBILITY

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When it comes to engaging potential members, trust and credibility play pivotal roles. As you present Cosmopolitan International to prospective individuals, showcasing your organization's legacy, accomplishments, and commitments is essential. Credibility statements serve as the bedrock upon which potential members can build their trust in your organization. By highlighting key milestones, achievements, and your unwavering dedication to making a positive impact, you solidify your position as a trustworthy and reputable organization, inspiring confidence in those considering joining your cause.



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## CREDIBILITY STATEMENT

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Credibility Statements are qualifications, experience, or achievements that establish your authority and expertise in your field. Credibility statements instill trust and make a compelling case for why potential members should choose your organization.

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## 1b. CREDIBILITY

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1. **A Century of Service:** Since its founding in 1918, Cosmopolitan International has been at the forefront of community service and philanthropy, consistently making a positive impact for over a century.
2. **Global Reach:** With numerous clubs across North America, Cosmopolitan International has established a widespread network of members dedicated to civic service and charitable works, highlighting its broad and inclusive influence.
3. **Dedication to Diabetes:** Cosmopolitan International's specialized focus on combating diabetes underscores its commitment to addressing contemporary health challenges on a global scale.
4. **Local Community Engagement:** With a proven track record of community projects, including health screenings and fundraising for local charities, Cosmopolitan International continues to positively impact the communities it serves.
5. **Empowered Volunteers:** By providing training and leadership opportunities, Cosmopolitan International empowers its members to make meaningful contributions to society, fostering personal growth and development.



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## 1c. CREDIBILITY

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6. **Collaborative Partnerships:** The organization collaborates with various health institutions, corporate sponsors, and other non-profits, showcasing its credibility and capacity to mobilize resources for social good.
7. **Transparency and Accountability:** Cosmopolitan International maintains transparent governance practices, ensuring clear communication about its projects and the responsible use of funds, fostering trust among members and donors alike.
8. **Millions for Research:** Over the years, Cosmopolitan International has raised and donated millions of dollars to renowned diabetes research centers, making a substantial impact in the quest for a diabetes cure.
9. **Per Capita Fundraising Champion:** The organization consistently raises the most money per capita compared to any other service club, demonstrating its dedication to making a tangible difference.
10. **Educational Initiatives:** Cosmopolitan International offers educational opportunities for its members, providing valuable knowledge about diabetes and other charitable causes.



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## 1d. CREDIBILITY

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11. **Positive Member Experiences:** Many members find fulfillment in their involvement with Cosmopolitan International, as they make friends, build connections, and enjoy themselves while contributing to worthy causes.
12. **Ongoing Friendships:** The organization fosters strong connections and friendships among members, creating a sense of belonging and unity within its tight-knit community.
13. **Impact Beyond Size:** While smaller in size, Cosmopolitan International's impactful contributions to diabetes research and local communities challenge the notion that a large organization is always more effective.
14. **Personal Development:** Members have the opportunity to develop leadership skills, cultural competency, and an improved sense of well-being through their involvement with the organization.
15. **Diverse Community Impact:** Cosmopolitan International's impact extends across diverse community segments, from veterans to individuals with special needs, underscoring its commitment to inclusivity and service.

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## 2a. PERCEPTION

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By addressing these potential member perceptions and showcasing the organization's unique strengths and contributions, you can effectively communicate the value of joining Cosmopolitan International.

- **Size and Impact:** When introducing Cosmopolitan International to potential members, it's essential to acknowledge the perception that it's a smaller organization. Emphasize that being smaller allows for a more personal and impactful experience. Mention that in a close-knit community, everyone knows each other's name, fostering strong connections and immediate camaraderie.
- **Credibility:** To address concerns about credibility due to the organization's size, highlight the long-standing legacy of Cosmopolitan International. Emphasize its century-long commitment to service and philanthropy. Mention the significant contributions made to diabetes research, showcasing the tangible impact it has had on a global scale.

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## 2b. PERCEPTION

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- **Standing Out:** Highlight Cosmopolitan International's commitment to fighting diabetes through significant financial support to renowned research institutes and ongoing connections with them. This underscores the organization's dedication and impact.
- **Community Bonds:** Stress the value of the close connections and friendships formed within the organization. Highlight that being part of Cosmopolitan International is not just about contributing to a cause but also about becoming part of a supportive and caring community.
- **Surprising Discoveries:** Share stories of potential members who were pleasantly surprised when they learned about the organization's substantial contributions to diabetes research. Show how these revelations transformed their perception of the organization from "small" to "mighty."
- **Educational Opportunities:** Mention the educational benefits of joining Cosmopolitan International, where members can actively engage in meaningful projects related to diabetes, deepening their understanding of the issue.



# 04

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## MEMBER PERSONAS

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Detailed profiles that encapsulate the thoughts, motivations, and goals of your ideal members.

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## 1a. PERSONA #1

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### Meet Sarah Wilcox

Sarah is a 35-year-old woman from Sioux Falls, South Dakota. She holds a bachelor's degree in marketing and currently works as a marketing manager for a local tech company in Sioux Falls. Sarah is happily married and lives in a cozy suburban home with her husband and two children.

### Psychographics

Sarah is known for her strong work ethic and passion for community involvement. She is an active member of the

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## 1b. MEET SARAH

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Sioux Falls community, always seeking ways to give back and make a positive impact. Sarah is an avid social media user, using her online presence to stay connected with her network and stay informed about local events and causes.

### **Pathway to Awareness**

Sarah first became aware of Cosmopolitan International through her close friend and colleague, Emily, who is an active member of the Sioux Falls chapter. Emily invited Sarah to a local fundraising event organized by Cosmopolitan International, which sparked Sarah's interest in the organization.

### **Motivations and Expectations**

- **Community Impact:** Sarah's primary motivation is her desire to make a meaningful impact on her local community. She seeks opportunities to support charitable causes and improve the lives of those in need, aligning with her strong sense of social responsibility.



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## 1c. MEET SARAH

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- **Personal Growth:** As a marketing manager, Sarah values personal and professional development. She hopes to find an organization that offers opportunities for skill enhancement, leadership roles, and networking within her community.

### Key Considerations

- **Community Engagement:** Sarah is intrigued by Cosmopolitan International's involvement in the Sioux Falls community, including health screenings, charity fundraisers, and support for various charitable causes beyond diabetes. She wants to ensure that her involvement aligns with her values and interests.
- **Membership Benefits:** Sarah is keen on understanding the personal and professional growth opportunities offered by the organization. She is interested in how joining Cosmopolitan International can help her expand her local network and make new connections.

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# 1d. MEET SARAH

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## Questions and Concerns

- **Impact of the Organization:** Sarah may question the impact of a smaller organization like Cosmopolitan International in Sioux Falls. She wants to know if the organization's size affects its credibility and effectiveness in addressing community challenges.
- **Benefits of Membership:** Sarah seeks information about the specific benefits of becoming a member of the Sioux Falls chapter. She wants to understand how her involvement can contribute to the organization's mission and what she can gain personally and professionally.

## Organization's Response

To ease Sarah's concerns, the Sioux Falls chapter of Cosmopolitan International can emphasize its significant financial support for diabetes research and ongoing connections with research institutes. Information about personal and professional growth opportunities aligns with her motivations and expectations.



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## 2a. PERSONA #2

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### Meet Michael Taylor

Meet Michael, a 40-year-old man residing in Sioux Falls, South Dakota. He holds a bachelor's degree in finance and has built a successful career as a financial analyst. Michael shares his life with his partner, Lisa, and their two furry companions, Max and Bella. They call a charming Victorian-style house in Sioux Falls their own.

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## 2b. MEET MICHAEL

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### **Psychographics**

Michael is known for his analytical mindset and meticulous attention to detail, skills honed through years of work as a financial analyst. While he doesn't have a personal connection to diabetes, he's deeply committed to community involvement and making a positive impact on society. Michael is an advocate for collective action and believes that joining an organization that aligns with his values is a way to amplify his contributions. He is also enthusiastic about networking and building connections.

### **Pathway to Awareness**

Michael's journey to discovering Cosmopolitan International began with a local news article. The article highlighted the organization's charitable endeavors in Sioux Falls, including its support for diabetes awareness. What stood out to Michael was the organization's reputation for inclusivity and its welcoming approach to community service. This positive portrayal piqued Michael's interest.

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## 2c. MEET MICHAEL

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### **Motivations and Expectations**

Community Impact: Michael's primary motivation lies in his desire to create a meaningful impact on his local community. He seeks avenues to support charitable causes and improve the lives of those in need, driven by his strong sense of social responsibility.

### **Professional Growth**

As a financial analyst, Michael values continuous growth and development. He is eager to find an organization that can offer opportunities for honing his financial expertise, possibly through involvement in financial planning or fundraising initiatives. Michael also recognizes the importance of networking within his community.

### **Key Considerations**

Community Engagement: Michael is intrigued by Cosmopolitan International's involvement in Sioux Falls, including health screenings, charity fundraisers, and support for various charitable causes beyond diabetes. He wants to ensure that his involvement is aligned with his values and interests.

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## 2d. MEET MICHAEL

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### **Membership Benefits**

Michael is keen to understand the personal and professional growth opportunities that come with joining the organization. He is interested in how becoming a member of the Sioux Falls chapter can help him expand his local network and forge new connections.

### **Questions and Concerns**

Impact of the Organization: Michael may have reservations about the impact of a smaller organization like Cosmopolitan International in Sioux Falls. He may wonder if the organization's size affects its credibility and effectiveness in addressing community challenges.

### **Benefits of Membership**

Michael seeks detailed information about the specific benefits of joining the Sioux Falls chapter. He wants to know how his involvement can contribute to the organization's mission and how he can personally and professionally benefit from the experience.

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## 2e. MEET MICHAEL

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### **Organization's Response**

Cosmopolitan International's Sioux Falls chapter can address Michael's concerns by highlighting its impressive financial support for renowned diabetes research institutes and emphasizing the commitment to making a substantial difference in the field. The chapter can also showcase ongoing connections and friendships with these institutes to demonstrate the depth of its involvement. Additionally, providing clear information about the personal and professional growth opportunities, skill enhancement, and networking prospects within the chapter will resonate with Michael's motivations and expectations.





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# QUESTIONS?

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**I'D LOVE TO HEAR FROM YOU.**

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