

# MASCARA (PRODUCT)

## Relatability Matrix

Your product / service - USPs, Features, Benefits

	What's the dream?	What's getting in the way?	Fallacies and Limiting Beliefs	Relatable Truths	Audience Image Objectives
Long lasting	I wish I could put my mascara on in the morning and forget about it until I take it off.	Mascaras that smudge, flake, clump and run.	If mascara isn't waterproof it will easily run.	<p>Panda eyes.</p> <p>Rubbing my eyes once and ruining my makeup.</p> <p>Having to decide between going in the pool and my eye makeup.</p>	Looking as good in the selfie at the end of the day as the one from first thing.
Easy to remove	I wish there was a mascara that was smudge-proof but also easy to remove.	"Want your mascara to be smudge proof? It's going to be harder to remove. Because it stays on better."	<p>A venn diagram with waterproof mascara and mascara that comes off having no crossover.</p> <p>If I'm going to wear</p>	Getting excited to find a mascara that doesn't smudge, then disappointed when it's impossible to take off.	<p>No nonsense, fuss free.</p> <p>Someone with a routine that works for her.</p>

			<p>makeup I just have to deal with makeup remover stinging my eyes.</p>	<p>Waking up with last night's mascara I thought I took off under my eyes.</p> <p>The worst part of putting on makeup is taking it off. Not putting on makeup because I can't bring myself to deal with having to take it off.</p> <p>Having sensitive skin and finding most makeup removers too harsh.</p>	
<p>Non-toxic natural ingredients</p>	<p>I want the ingredients in my make up to be safe and good for me.</p>	<p>Some mascaras use toxic ingredients that irritate the eyes.</p> <p>A lot of makeup uses ingredients that are not naturally derived.</p>	<p>Mascara has to have a lot of complicated, unnatural chemical ingredients to work effectively.</p> <p>That I can trust what companies put in mascaras.</p> <p>High end makeup will have the best ingredients.</p>	<p>I wear makeup all day, but I don't even know if what's on my face is good for me.</p> <p>Mascara that feels so comfortable I forget I have it on.</p> <p>I can't wear mascara, it makes my eyes sting and itch.</p>	<p>Healthy, smart, conscious.</p>

			The newest makeup formulas are the best.	If I wear mascara all day my eyes get so dry.	
<p>An application tool that maximises results.</p> <p>“A shorter wand makes it easier to apply mascara creating better results. AKA longer, fuller looking lashes.”</p>	<p>I wish I knew how to apply mascara to get the best out of it.</p> <p>Some people are amazing at putting on mascara - I wish that was me.</p>	<p>A lack of knowledge about how best to apply mascara for optimum results.</p> <p>There are a range of different wand shapes and sizes and not all of them actually help.</p> <p>Longer wands make it harder to apply mascara.</p>	<p>I can use any mascara wand and the result will be the same.</p> <p>I just have bad lashes, no mascara ever makes them look good.</p> <p>If I want really good looking lashes I have to wear falsies.</p>	<p>Mascara brushes can be so awkward and fiddly to use.</p> <p>Feeling like I’m going to poke myself in the eye.</p> <p>Spending so long trying to get my lashes right but they just won’t cooperate.</p> <p>A good lash day can transform my whole day.</p>	<p>Like someone who’s really good at makeup.</p> <p>I could post close up selfies because I’m so confident in how good my lashes look.</p>
<p>A subscription service delivered to your door offers</p>	<p>I wish everything would just run smoothly in my life.</p> <p>I wish things would just turn up at my door exactly when I</p>	<p>I am so busy keeping all my family and work balls in the air, I don't have time to buy new makeup.</p>	<p>One day I’ll change my mascara to a better one, I just don’t have time to try them all out right now.</p>	<p>I’ve heard great things about a certain makeup brand but I’ve never had time to actually look at it.</p>	<p>Thriving - or at least coping! - with a full, meaningful life.</p> <p>I rarely get chance to post so when I</p>

<p>convenience and reliability for a busy life</p>	<p>need them.</p>			<p>I never run out of makeup when I have time to actually go buy it, it's always when I'm rushing.</p> <p>Picking up the first mascara I see at the drug store because that's all I have time for.</p> <p>Real life allows for about 15% of what I actually want to happen. Goodbye the other 85%.</p> <p>I love anything that can make my day easier.</p> <p>When I feel like I'm nailing a busy day, in the zone, getting everything done - and then I catch sight of myself in the mirror and think OH GOD I LOOK LIKE THAT?</p>	<p>do, I want it to be meaningful.</p> <p>I use social media to catch up with people I don't have time to catch up with in real life - so I want my social accounts to represent me well to friends I haven't seen in a while.</p>
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<p>Value</p>	<p>I want high end quality at a drug store price.</p>	<p>I'm living on a budget, but don't have time to look into the best option for my price point.</p>	<p>A higher priced mascara means it'll be the best quality.</p> <p>I can't trust lower priced items.</p> <p>It doesn't matter which mascara I choose because they're all the same.</p>	<p>Defaulting to a high end brand because I assume it will be a better product.</p> <p>Seeing a high price tag and thinking I'm getting a lot for the money.</p> <p>Spending loads of money on false lashes on top of mascara because it's the only way to get the look I want.</p>	<p>Someone who makes smart decisions (with money and otherwise)</p> <p>Love to share a good bargain when I feel a sense of triumph about it.</p>
<p>One formula you can trust.</p>	<p>So many things in my life are crazy, I at least want to be able to rely on my mascara.</p>	<p>Every mascara promises big things but so many are actually not living up to those claims.</p> <p>There are constantly new mascara formulas coming out with big claims - making me think I need them.</p>	<p>Mascaras lie.</p> <p>I need a million different mascaras to get great lashes.</p> <p>Different mascaras do different things - lengthening, volume, definition, curl. I need to get a new one for each thing.</p>	<p>How can I trust a mascara will do what it says?</p> <p>I've used the same old mascara for years even though I don't love it because at least I know what to expect from it.</p> <p>Companies bring out revolutionary new mascaras all the time</p>	<p>A genuine person.</p> <p>Loyal to brands I love.</p> <p>Like to recommend great things but would only recommend or share something I genuinely like.</p>

				<p>but the most popular mascaras today are formulas from the 80s.</p> <p>I only need one mascara - it just has to be the right one.</p> <p>Just using the brand my mom or my friends use because I don't have time to find one I can trust.</p> <p>All my friends raving to each other when we find a product that works really well.</p>	
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**Your audience's pain - what your product or service saves them from**

	<b>What's the dream?</b>	<b>What's getting in the way?</b>	<b>Fallacies and Limiting Beliefs</b>	<b>Relatable Truths</b>	<b>Audience Image Objectives</b>
Keeping up appearances	<p>I want to seem like I have it all together.</p> <p>I want to have the perfect family, a successful career, and make everyone around me happy - and look good while doing it!</p>	<p>Feeling overwhelmed and not enough trying to keep up with the expectations I put on myself and see from societal standards.</p>	<p>People thinking I have it all together - it's all an illusion.</p> <p>I won't go to the grocery store without makeup. It's "putting my face on" for the world.</p> <p>Worst fear: someone I haven't seen in a while catching me without make up on and having to spend the whole catch up knowing they're judging me!</p>	<p>When something that should take 10 minutes ends up taking an hour.</p> <p>Putting on sunglasses to go to the store because I'm not wearing eye makeup.</p> <p>You CAN have it all - it's just not easy!</p> <p>Looking longingly at old pictures of myself when I had time to look better.</p> <p>"Will hide from people if not wearing makeup."</p>	<p>No visible flaws.</p> <p>Although I want to be seen as perfect, I also want to be seen as accepting of other womxn NOT being perfect because I get it.</p>
Finding confidence day to day	<p>I want people to notice when I look good and</p>	<p>With the lack of time to invest in how I look, it's hard to feel</p>	<p>No one else is insecure.</p>	<p>Taking pictures and deleting them because I don't love</p>	<p>I won't post a picture without a filter. Would love</p>

	<p>compliment me.</p> <p>I want to feel capable and on top of everything, like I'm putting my best foot forward every day.</p>	<p>confident knowing I don't look my best.</p> <p>I love my awesome family and job but it can be daunting that everyone relies on me.</p>	<p>Everyone else is doing it better than me. How do they all do it?</p> <p>(insert womxn I admire) would NEVER do this.</p>	<p>the way I look.</p> <p>Not wearing an outfit I love because I don't feel confident in it.</p> <p>Not going for a promotion at work.</p> <p>The amazing feeling of an unexpected good lash day or good hair day.</p> <p>Do I know what I'm doing? No. But do my lashes look good? Yes.</p> <p>Leaving lash extensions behind and never going back!</p>	<p>to be able to post #nofilter without wanting to delete it.</p> <p>I want likes and comments on my selfies.</p>
<p>Connecting with femininity and desirability</p>	<p>I want to feel desirable.</p> <p>I want to feel sexy and be able to seduce someone.</p> <p>I don't want to lose</p>	<p>External/societal definitions of femininity make me feel like I have to look and act a certain way to be desirable.</p> <p>Having kids can really</p>	<p>I'm not "sexy".</p> <p>I've never felt like a sexy person.</p> <p>Flirting is embarrassing.</p>	<p>I can't remember the last time I had a compliment.</p> <p>The DIFFERENCE in how much my eyes pop when I have on a good mascara.</p>	



	<p>touch with my feminine side while being capable and dependable.</p>	<p>drain my energy and make me feel like just a “mom”.</p> <p>Feeling burnt out from stress and working hard.</p>	<p>No one notices me.</p> <p>If I want to be taken seriously at work I shouldn't wear too much makeup.</p>	<p>Looking like a whole other womxn (before mascara - tiny shrivelled eyes, after mascara - huge eyes)</p> <p>Every type of womxn is a womxn.</p> <p>Feeling underappreciated by the people in my life.</p>	
<p>Wanting to feel beautiful - and defining that beauty as more than skin deep.</p>	<p>I want to feel beautiful - inside as well as out.</p> <p>I want to feel special and valued for who I am as a person.</p>	<p>With a busy life and often discouraging messages in the media it's hard to feel beautiful in my own skin.</p>	<p>Comparing myself to other womxn and celebrities (consciously or subconsciously)</p> <p>Moments of jealousy.</p> <p>Constant messages in the media and online promoting fad diets to achieve a certain look.</p>	<p>What makes someone beautiful? Must be magic. Because it's not something I can achieve.</p> <p>I've just never been a “pretty” person.</p> <p>Having a particular body part I've been insecure about my whole life.</p> <p>When life catches up with me I don't have time for the gym or to</p>	<p>Glowing, radiant.</p> <p>Have got the secret to happiness figured out</p> <p>In touch and comfortable with myself.</p>

				<p>eat healthy.</p> <p>I'll never have the face or body I want, so why even try?</p> <p>Real beauty comes from within - when someone has that inner glow it makes them look gorgeous. Plus I can just tell they're a lovely person.</p> <p>Healthy is beautiful.</p> <p>I can enhance beauty with makeup but the most beautiful thing I can wear is a smile.</p>	
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**Your team - credentials, track record, skills, experience**

	<b>What's the dream?</b>	<b>What's getting in the way?</b>	<b>Fallacies and Limiting Beliefs</b>	<b>Relatable Truths</b>	<b>Audience Image Objectives</b>
Ethical	<p>I want products that fit with my values - vegan, cruelty free, ethical.</p> <p>I want my life to have an overall positive impact on the planet.</p>	<p>Many big brands test on animals.</p> <p>It's hard for big brands to change ethical policies (this is not a problem for smaller independent companies).</p>	<p>A popular big brand will have good ethics.</p> <p>I would know if the brand I use does anything unethical.</p>	<p>Feeling guilty for using a mascara because I know it's not cruelty free but I don't know any good cruelty free ones.</p> <p>I don't know anything about the business practices of the brands I buy.</p> <p>The disappointment of finding out a brand I love is unethical so I'll have to look for alternatives.</p> <p>It feels amazing to live in line with my values.</p>	<p>Kind, caring, empathetic.</p> <p>Someone who lives in line with my values.</p>
Relatable	<p>I want to use brands I feel represent me and are authentic.</p>	<p>It can be hard to tell which brands are sincere and genuine.</p>	<p>Brands don't care about people.</p> <p>Brands are just trying</p>	<p>I like quality but I don't relate to things that are overly fancy.</p>	<p>A smart, discerning consumer.</p>

		<p>Some makeup brands feel like they're aimed at people with completely different lives to me.</p>	<p>to sell me things.</p> <p>Brands posting about empowerment and self love/ other issues is so fake.</p>	<p>I don't like it when brands talk down to me.</p> <p>The excitement when I find a brand I love that I want to rave about to all my friends.</p> <p>Finding a brand I like so much that it ACTUALLY makes me want to follow them on socials - without it being because of a giveaway.</p>	<p>A "girl's girl".</p>
<p>Buy with confidence - Risk free guarantee. Can return one opened mascara within 21 days if you don't like it.</p>	<p>I wish I could go around the store trying on every mascara to see which I like best before I have to pay for them.</p>	<p>It's so hard to know if I'm going to like a mascara without trying it.</p> <p>Hygiene issues make it almost impossible to try mascara without buying it. Some stores have tester wands but I don't get to try the wand it comes with.</p>	<p>If I can't try the products before buying, big brand mascaras are the safest choice because they probably have better products (They actually have "old legacy products with bad ingredients")</p>	<p>I treat mascara like a pack of gum - just grabbing the first one at the drugstore, when I actually want the best one.</p> <p>When I get a mascara home all excited based on the tube and put it on and there's no difference.</p>	<p>Love to share a good deal.</p>

**The wider industry - competitors, bad actors, common enemies**

	<b>What's the dream?</b>	<b>What's getting in the way?</b>	<b>Fallacies and Limiting Beliefs</b>	<b>Relatable Truths</b>	<b>Audience Image Objectives</b>
<p>Buying makeup is usually not super convenient</p> <p>The monthly subscription service makes getting a new mascara more convenient.</p>	<p>I wish a new mascara would just turn up in my make up bag exactly when I need it.</p>	<p>I don't have time to go buy new mascara.</p>	<p>Managing a monthly subscription will stress me out. - ("Phoebe, your *personal* mascara concierge will send you an email reminder before every refill with plenty of time to make any adjustments to your order. Add, remove, skip, donate, cancel - Phoebe makes it easy.")</p> <p>I already have so many things stressing me out I don't need an extra concern.</p>	<p>"Who remembers to add mascara shopping to the to-do list while rushing to get ready at 7 AM? Until the 17th freaking time it happens. Wouldn't it be nice if it just showed up on your doorstep, on cue? Like magic?"</p> <p>I keep forgetting to replace my mascara.</p> <p>I've been using this old mascara for weeks meaning to get a new one.</p>	<p>Like I'm keeping it all together.</p> <p>Enjoy sharing time and money saving tips and hacks with friends.</p>
<p>A lot of mascara tubes can be so big and bulky</p>	<p>I wish my mascara fit in my travel makeup bag and my purse for nights out.</p>	<p>Mascara packaging is often overly elaborate, designed to be showy rather than functional.</p>	<p>I have to put on as much mascara as I need before I go out because it's too big to carry it with me.</p>	<p>I can bring my eyeliner and lipgloss so those are always looking fierce but can't fit my mascara.</p>	<p>Well organised, looking fresh and flawless even at the end of the day.</p>

				Looking in the mirror despairingly wishing I could touch up my lashes while I'm out and about.	
<p>Mascara only stays fresh for 6 months (and dries out long before that) but most womxn use their mascara for much longer.</p> <p>With the subscription service you get a new mascara before your old one has chance to</p>	<p>I wish I could have the freshness of a brand new mascara all the time.</p>	<p>After a few months a mascara that was great becomes totally dry and clumpy - like a whole different formula.</p> <p>"Air + mascara goop = too dry in 4-6 weeks. It's science, baby!"</p>	<p>I can just keep using the same mascara for months and even years, it's fine.</p> <p>Mascara doesn't have an expiration date.</p> <p>There's no way I'd go through a tube fast enough for a subscription.</p>	<p>I never know how long I'm supposed to keep a mascara before getting a new one.</p> <p>Having to replace mascara before I'm even done with the tube because it's dried up - such a waste.</p> <p>Want to be eco-conscious but throwing out half full mascara tubes I can't use and feeling wasteful.</p> <p>It's wise to replace mascara regularly for health reasons.</p>	<p>As someone fresh and put together.</p>

<p>get dried out and clumpy.</p>					
<p>All the choice and promises from different mascaras leaves womxn ending up with too many mascaras</p>	<p>I want to make sure I have the best option available.</p> <p>I wish I could find my perfect mascara.</p>	<p>New mascaras seduce womxn into thinking they need them with flashy ads and buzzy terms.</p> <p>There's an overwhelming number of mascaras out there and so much confusing language it feels impossible to find the perfect one for me.</p>	<p>If I want great lashes, I have to buy a range of mascaras.</p> <p>I have too many mascaras already, I don't need a subscription service that will give me more.</p> <p>That I'll never find the ideal mascara so any one will do.</p>	<p>I literally have about 10 mascaras and I never know which one to use.</p> <p>Picking one out at random from the pile of mascaras and hoping for the best.</p> <p>It's better to have ONE product I know I can rely on than 1000s that don't work as well as I hoped.</p> <p>Everyone needs a staple mascara.</p> <p>I know my perfect mascara is out there, I just haven't met them yet.</p> <p>I don't need fancy things, I just want a daily staple that</p>	<p>Someone organised and efficient who likes to plan and doesn't like waste.</p> <p>The one who could plan the bachelorette party if I needed to.</p>

				<p>works.</p> <p>I might not always be able to rely on people, but I should always be able to rely on my mascara.</p>	
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**Your audience's wider world - family life, hobbies, interests, beliefs**

	<b>What's the dream?</b>	<b>What's getting in the way?</b>	<b>Fallacies and Limiting Beliefs</b>	<b>Relatable Truths</b>	<b>Audience Image Objectives</b>
Kindness, especially towards other womxn.	<p>I want to be inclusive and kind to others.</p> <p>I want to have a warm circle of friends and acquaintances that support each other.</p> <p>I want to be aware of issues affecting womxn in the world and support them.</p> <p>I want to be a positive voice for change.</p>	<p>The media pits womxn against each other, encouraging judgemental and bitchy attitudes.</p> <p>When I'm struggling myself it's harder to see positives and uplift others.</p>	<p>Not wanting to be preachy or political on social media.</p> <p>Not wanting to offend anyone with my views.</p> <p>That we have to be flawless and notice flaws in other people.</p> <p>Putting myself first is the best way to feel good.</p>	<p>"Building a community where womxn can connect and share wisdom to help uplift each other."</p> <p>The excitement of making new friends as an adult.</p> <p>The comforting idea of sisterhood.</p> <p>Womxn empowering womxn.</p> <p>"These are my people" / "This is my tribe"</p> <p>The huge difference a kind word can make to my day - paying that forward to someone else.</p>	<p>Approachable, loving, warm.</p> <p>Someone people aren't afraid to open up to and connect with.</p> <p>One of the good ones.</p> <p>Someone who cares about important issues and cares about things other than myself.</p>

				'If you don't have anything nice to say, don't say anything.'	
Home life	<p>I want to be the center of a warm, loving family.</p> <p>I want a beautiful, Pinterest worthy home.</p> <p>I want my home to feel comfortable and cosy.</p> <p>I want to feel on top of household chores.</p>	<p>Raising kids and keeping a nice home is very demanding.</p> <p>Being the person everyone relies on is a lot of pressure.</p> <p>My partner isn't always as helpful with the kids or household chores as I'd like. It usually falls to me.</p> <p>My partner tries their best to be helpful with chores but doesn't do things as well as me. I often have to redo things they've done.</p> <p>With everyone home all the time during the pandemic, it's even more challenging to keep the house nice and the kids entertained.</p>	<p>You can keep a house tidy while actually living in it. (...Tell that to my kids).</p>	<p>The Pinterest room mood board I made vs the actual room I have.</p> <p>When I try home DIY - the version from the instructions vs what I actually make.</p> <p>Homemade kids birthday cake fail pictures.</p> <p>I need anything for myself to be quick and easy and fit around looking after kids.</p> <p>Home is where the heart is.</p> <p>It's a mess but it's my mess.</p> <p>Starting the week full of confidence and</p>	<p>Shares special family moments like gender reveal videos and engagement videos.</p> <p>Thinking of starting a social media account for my pet.</p> <p>Want my home Pinterest board to be repinned.</p>

				<p>optimism with a meal prep plan vs ending it full of despair with a takeout menu.</p> <p>Hoping people see something in my home, think it's cute and ask where I got it.</p> <p>Inviting people over hoping they'll be just a little jealous of how cute my home is.</p>	
Work life	<p>I want to do well at work and impress my team.</p> <p>I want to be respected and listened to.</p> <p>I want to feel a sense of satisfaction from my job.</p> <p>I want to feel polished and confident going into work for the day.</p>	<p>The workplace is still a man's world in many ways.</p> <p>Feeling like a fraud for the job I have.</p> <p>Wanting a different job but feeling scared to go for it because I worry I'm not good enough to get it.</p> <p>Fear of losing what I have stops me trying for something more.</p>	<p>I'll never be what I want to be so I may as well give up.</p> <p>Trying to compete is too hard.</p> <p>Not feeling smart enough.</p> <p>No one appreciates me.</p> <p>I feel like people look right through me.</p>	<p>Days when I absolutely smash it and feel on top of the world.</p> <p>The elation of having the good idea at the meeting and impressing everyone.</p> <p>The pride of bringing in the best office snacks. I can achieve anything I set my</p>	<p>Successful but not intimidating, relatable.</p> <p>The image of the she-ro.</p> <p>Doing exciting things, going places.</p> <p>Building the life I want.</p>

				<p>mind to. There is greatness in all of us.</p> <p>Finding the confidence to ask for what I'm worth and speak up when I don't like something.</p>	
<p>Taking time to treating yourself</p>	<p>I want to be able to take time for myself.</p>	<p>Having a super busy life, whether it's work or being a mom, doesn't leave me much time to myself.</p> <p>I'm too busy doing practical things to have time for indulgent things.</p>	<p>I never need to rest, I can just keep going.</p> <p>It's self indulgent to buy something for myself, I should buy stuff for the house or the kids instead.</p>	<p>Giving myself a little pick me up to recharge my batteries helps me show up better for everyone in my life.</p> <p>"You can't pour from an empty cup."</p> <p>A little indulgence makes me feel special.</p> <p>It's the little things that make the difference.</p> <p>Taking a long bath with a book and candles is ultimate indulgence.</p>	<p>Someone who has special experiences every now and then and gets to reward themselves.</p> <p>Someone people envy a little bit - not constantly, just when I have something I'm proud of.</p>

				<p>I would feel guilty if a treat was too expensive or outside of my budget.</p> <p>Moms never get alone time. I'm always being followed to the bathroom.</p> <p>Taking a shower just to escape for a minute - no one is allowed to disturb me in the shower.</p> <p>Love a glass of wine at the end of the day. Nobody interrupt my wine, it's sacred.</p> <p>Having a sneaky bit of chocolate...or a LOT of chocolate because I had one of those days.</p>	
Positivity and Happiness	<p>I want to be happy.</p> <p>I want to bring happiness to others.</p>	<p>With all life's challenges and the way the world is right now, it's easy to not</p>	<p>I'm naturally a pessimist.</p> <p>The daily and big</p>	<p>Having to be the one who stays strong and positive for my family or my team at work,</p>	<p>I want people to smile when they see me.</p>

	<p>I wish there was someone to uplift me the way I uplift others.</p>	<p>feel optimistic sometimes.</p>	<p>picture challenges life throws that chip away at my strength and positivity.</p>	<p>when I want someone to be able to lean on too.</p> <p>"#choosehappy" spreading a little daily happiness</p> <p>Logging off social media for a mental health day.</p>	<p>I want to leave a good impression.</p> <p>I want to be thought of as cute and sweet.</p>
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**Topical news - the big stories of right now, and how the impact your audience**

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<p>Covid has turned our usual lives upside down, changing the way we shop.</p>	<p>To find a sense of normality in this new normal.</p> <p>To be able to shop for the things I need effectively.</p>	<p>Can't just pop to the drug store to pick something up anymore - it has to be a whole mission, wearing a mask, changing clothes when I come in and scrubbing down.</p> <p>Due to government restrictions we're not able to travel long distances to stores that aren't local.</p> <p>Some stores are closed completely - either temporarily online only or going into administration.</p>	<p>That I can't choose shopping online because I like to be able to look at it in person.</p> <p>That our lives have to be put on hold for this pandemic.</p>	<p>Embracing buying everything online, having a daily greeting with my Amazon delivery driver.</p> <p>Being fearful of checking social media for a new reason. Now it's not intimidatingly beautiful celebs and other people's successes - it's the pandemic news!</p> <p>Ordering way too much because it's harder to tell when I can't see it in a shopping cart.</p> <p>A bit of online shopping is the only exciting thing to do</p>	<p>Finding a sense of community in this thing we're all going through together.</p> <p>Keeping in touch with loved ones - especially friends and relatives I haven't seen for longer than usual.</p>

				<p>now we can't go anywhere.</p> <p>Discovering all the things that need fixing in my home because I'm spending so much time there - finding my new passion for DIY.</p> <p>Realizing the things that really matter.</p>	
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**Cultural moments - the movies, music, TV, events and celebrities that matter to your audience**

	<b>What's the dream?</b>	<b>What's getting in the way?</b>	<b>Fallacies and Limiting Beliefs</b>	<b>Relatable Truths</b>	<b>Audience Image Objectives</b>
Likes relatable celebrities	<p>To have a realistic standard of beauty I can look up to.</p> <p>To be inspired by role models I can see myself in.</p>	<p>A lot of celebrities buy into their own hype and don't seem down to earth at all.</p> <p>Celebrities by definition have very different lives than mine and can lose touch with "normal" people.</p> <p>Some celebrities that start out relatable will sell out and become a glamorous unrecognizable version of themselves as they get bigger.</p>	<p>That celebrities are nothing like us.</p> <p>That there are no down to earth celebrities.</p>	<p>Enjoying celebrities it feels like I could be friends with - Jennifer Lawrence types.</p> <p>Seeing a celebrity and feeling like I could go for a coffee with them or have a glass of wine with them.</p> <p>When the celebrity I thought was relatable sells out to something I don't believe in.</p> <p>The excitement of finding makeup tutorials where I can actually achieve the look.</p> <p>The people who</p>	<p>Down to earth, girl's girl, friendly.</p> <p>Attractive but not arrogant.</p>

				<p>inspire me are ones who look pretty in a natural way where it doesn't seem like they're trying super hard.</p> <p>Being excited to see a celebrity supporting a cause I care about.</p>	
<p>Super glamorous celebrities or social media influencers mostly make them feel intimidated</p>	<p>To feel confident in myself.</p> <p>To enjoy the media I consume.</p>	<p>Many celebrities present overly polished personas crafted by huge teams that no real womxn could live up to.</p> <p>On social media, people heavily edit and style their pictures creating a false sense of perfection.</p>	<p>That other people's Instagram posts are all natural and spontaneous.</p> <p>That we all have the same number of hours in the day as Beyonce - as if that's the only factor in her brilliance.</p> <p>That we should all aspire to absolute unrealistic perfection.</p>	<p>Laughing at the thought of myself trying to do some of the things that pass as "sexy" from celebrities.</p> <p>Feeling like I'll never look like the womxn on TV and in magazines.</p> <p>Getting depressed scrolling through social media because of how polished everyone looks.</p> <p>Getting inspiration</p>	<p>Up to date with latest trends but not obsessive about it.</p>

				<p>from celebrities but doing my own attainable version of it.</p> <p>Making fun of overly polished celebrities.</p> <p>Looking up to celebrities but knowing they are way more glamorous and cool than I'd ever manage - Rihanna types.</p>	
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