

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

	What's the dream?	What's getting in the way?	Fallacies and Limiting Beliefs	Relatable Truths	Audience Image Objectives
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

	What's the dream?	What's getting in the way?	Fallacies and Limiting Beliefs	Relatable Truths	Audience Image Objectives
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

	What's the dream?	What's getting in the way?	Fallacies and Limiting Beliefs	Relatable Truths	Audience Image Objectives
<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

	What's the dream?	What's getting in the way?	Fallacies and Limiting Beliefs	Relatable Truths	Audience Image Objectives
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>	You can keep a house tidy while actually living in it. (...Tell that to my kids).	<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

	What's the dream?	What's getting in the way?	Fallacies and Limiting Beliefs	Relatable Truths	Audience Image Objectives
<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

	What's the dream?	What's getting in the way?	Fallacies and Limiting Beliefs	Relatable Truths	Audience Image Objectives
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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