

# The Lover

CONNECTOR, SENSUALIST, FRIEND

## MY WHY:

To love and connect intimately with people and experiences.

## CONGRUENT STATEMENTS:

I love, I connect, I befriend, I attract, I cherish, I feel, I engage

## MY HOW:

Through tactile experiences, presence, attraction and intimacy.

## PEOPLE MIGHT SAY I'M:

Passionately exuberant for life, friendly, seductive, sensual.

## MY GREATEST FEAR:

Being alone, a wallflower, unwanted, unloved.

## MY SHADOW:

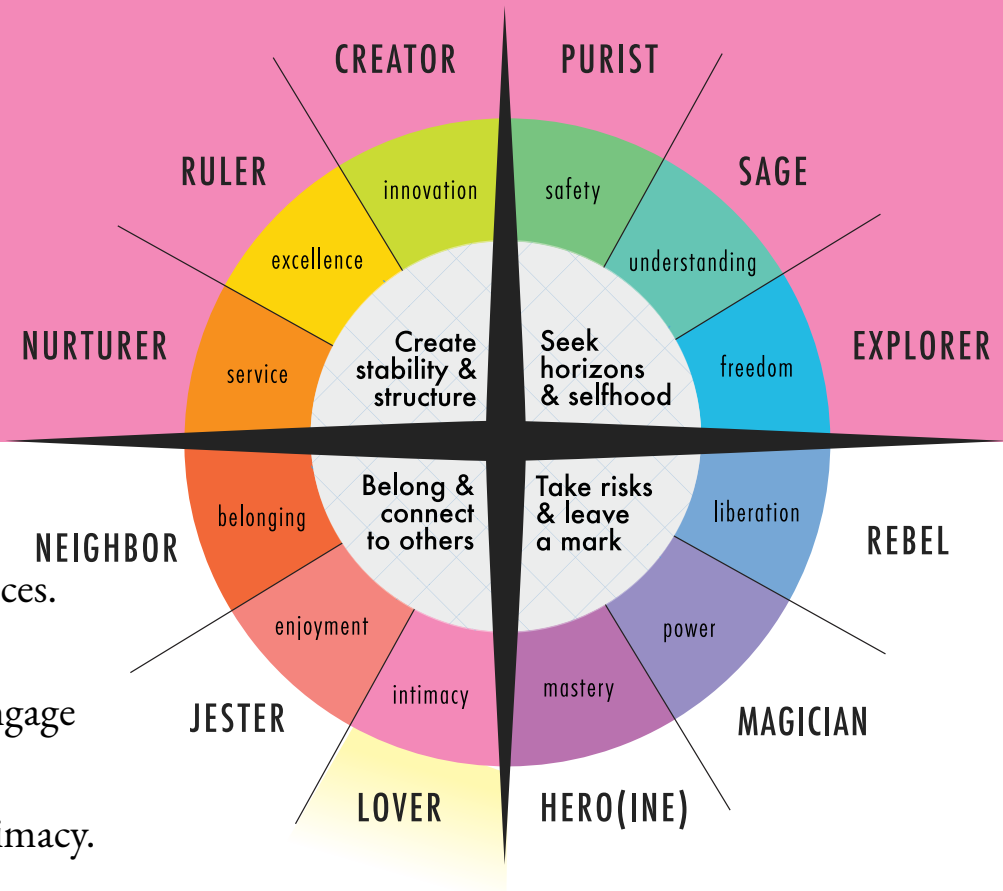
Envy, jealousy, obsession.

## MY VOICE:

Affectionate, passionate, engages all the senses with words.

## BRAND EXAMPLES:

Victoria's Secret, Chanel, Elizabeth Taylor, Ferrari, Hallmark, Nespresso



**BRAVE  
NARRATIVE**

# Key Strategies

## FOR YOUR LOVER BRAND

### 1. BUILD CONNECTION

Connecting intimately with your audience is the real key to your success. Commune with your clients and prospects, get to know them, their deeper longings and desires. Write your sales pages like love letters. Create opportunities for them to connect with the people and experiences that matter most in their lives.

### 2. EMPLOY THE ART OF THE TEASE

As the Lover brand, your superpower is your skill in seduction. Find ways to woo your audience, and without sacrificing clarity on your tangible offering, reveal the launch of a new product or service in flirtatious layers. Invite your prospects in to intimately connect with the soul of your brand. Practice foreplay before inviting them to dive in and make a purchase.

### 3. LIGHT SOME METAPHORIC CANDLES

How can you engage the senses of your audience and set the right ambiance to keep them lusting after what you have to offer? Through the language you use, the visuals on your website, the design of your products or packages, and especially if you work with your customers in-person, consider the atmosphere surrounding your brand and make it lush. Keep them wanting more.

# Your Audience

## THE LOVER'S IDEAL CUSTOMERS

### DEEPEST DESIRES

The Lover audience wants to connect, to reveal their true selves to another, and to be loved and adored. They want to spark a bit of passion and sensuality in their lives. They most long to give in to their desires. Your audience may feel as though they have been sacrificing an aspect of themselves in their regular lives with too many responsibilities and obligations and may be seeking an outlet for their passion. How can your brand offer them the thrill, joy and sensuality of an illicit love affair, without the moral and sexual complications? Help them awaken their five senses, and come alive to the love and connection in their hearts.

### BIGGEST FEARS & OBSTACLES

The Lover audience is most afraid of losing connection with themselves and the things that bring joy, intimacy and love to their lives. They want to feel close and connected, special, even pampered and aren't afraid to pay premium prices for a tailored solution. How can your brand help soothe the fear of being lonely, ordinary and unloved and bring a bit more connection and warmth into the world?