

# Example Psychographics

Category	Description/Characteristics
Basic Demographics	<b>Name:</b> Emily Johnson <b>Age:</b> 38 <b>Marital Status:</b> Married <b>Location:</b> Bashaw, Alberta
Family & Social Role	Primary caregiver managing the household while her partner works away; actively involved in her children’s sports teams and local community programs.
Core Values	Affordability, self-reliance, strong family commitment, and community engagement; prioritizes budgeting and financial stability.
Lifestyle	Busy, organized, and self-sufficient; adept at balancing childcare, community volunteering, and personal interests.
Interests & Hobbies	Enjoys supporting her kids in minor hockey, practicing yoga, camping, biking, running, and summer gardening.
Shopping Habits	Shops locally for everyday essentials and makes bi-weekly trips to a larger centre for bulk items—maximizing her budget efficiency.
Financial Focus	Takes charge of family finances by making cost-effective decisions to ensure a stable, affordable household.

## AI Prompts For Content Marketing Plan

### Step 1

**AI Prompt:**

Create a list that outlines the reasons people are unlikely to convert or shop in my store based on their psychographics.

(Add in your psychographic information)

### Step 2

**AI Prompt:**

Now, what can I do to address the concerns and prevent losing the sale? Please take into consideration the following information about my business:

*(Example: I am a small business owner with a grocery store in a small town in central Alberta, serving a population of 800 people. Our store is not large enough to offer the variety found in big-box grocery chains, and we struggle to provide a wide selection of produce because much of it goes bad before it can be used, although we do have some available. With low staffing levels, we need processes that are simple and efficient. Our goal is to attract more in-store traffic and capture a larger share of business from our existing community.)*

### **Step 3**

#### **AI Prompt:**

Show me how to transform my "yes" into content that not only sparks high engagement but also drives conversion. I'm looking for creative strategies tailored for small businesses that truly understand their customers and are deeply rooted in the community.

#### **Example Outcomes:**

##### **Sample Chat GPT Yes/No:**

[https://docs.google.com/spreadsheets/d/1JCu1W5Fltyi62HlIt2CZLdc7cPaHjcnRPf\\_IUUIsEg/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1JCu1W5Fltyi62HlIt2CZLdc7cPaHjcnRPf_IUUIsEg/edit?usp=sharing)

##### **Sample Self Made Yes/No:**

[https://docs.google.com/document/d/13n-OCFxeXpUeyLagARcJ9fHwKBYTu78COjKn1C\\_b6H8/edit?usp=sharing](https://docs.google.com/document/d/13n-OCFxeXpUeyLagARcJ9fHwKBYTu78COjKn1C_b6H8/edit?usp=sharing)

#### **How To Hire On Upwork or Fiverr:**

Upwork

<https://www.youtube.com/watch?v=iCrQFrq0H0>

Fiverr

<https://www.youtube.com/watch?v=Bx6BVxP8Uog>