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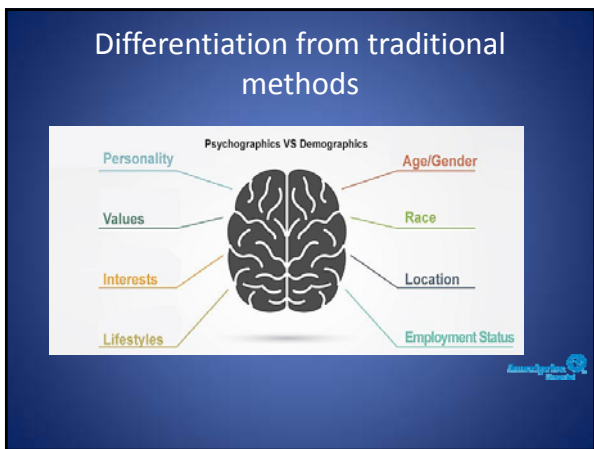
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### TWO VIEWS OF THE SAME USER

**1**

**DEMOGRAPHIC VIEW**



- Gender: Female
- Status: Single
- Age: 34 yrs old
- Location: New York, NY

**2**

**PSYCHOGRAPHIC VIEW**



- Interests & Likes: Music, Books, TV Shows, Movies, Stores, Hobbies, ...

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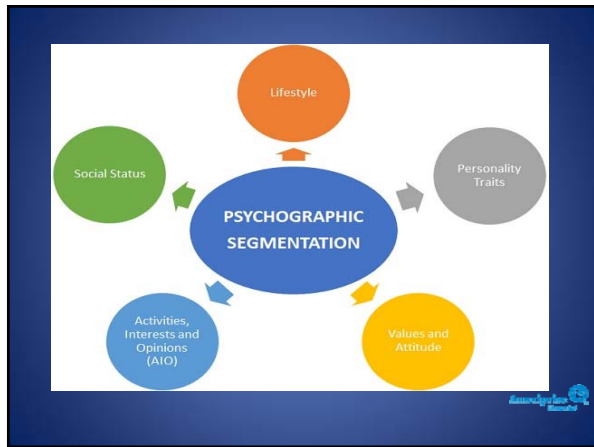
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<p><b>Passenger</b> Get it done for me</p> <p><b>How they want to engage:</b> Hands-off</p> <p><b>How they want to feel:</b> Unbothered</p> <p><b>What they're willing to give up:</b> Control for convenience</p>	<p><b>Apprentice</b> Hold my hand</p> <p><b>How they want to engage:</b> Hands-on</p> <p><b>How they want to feel:</b> Like they're doing the right thing and making appropriate decisions</p> <p><b>What they're willing to give up:</b> Speed, convenience and flexibility</p>	<p><b>Manager</b> Keep me posted</p> <p><b>How they want to engage:</b> Only when needed for oversight and approval</p> <p><b>How they want to feel:</b> Confident and well represented; that their time is used effectively</p> <p><b>What they're willing to give up:</b> A certain degree of control over the process</p>	<p><b>Engineer</b> Get out of my way</p> <p><b>How they want to engage:</b> Detail by detail</p> <p><b>How they want to feel:</b> Equipped to make decisions and changes when necessary</p> <p><b>What they're willing to give up:</b> Very little</p>	<p><b>Assister</b> How can I best help you?</p> <p><b>How they want to engage:</b> Meet consumers where they are</p> <p><b>How they want to feel:</b> Like they're providing a valuable service</p> <p><b>What they're willing to give up:</b> Many of the easier cases</p>

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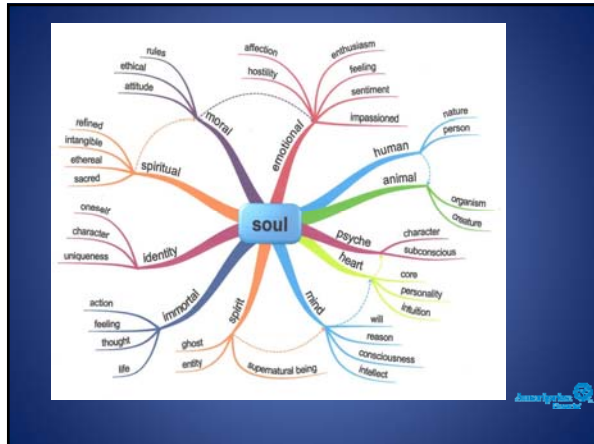
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# Psychographics in Marketing - Heather Brontas



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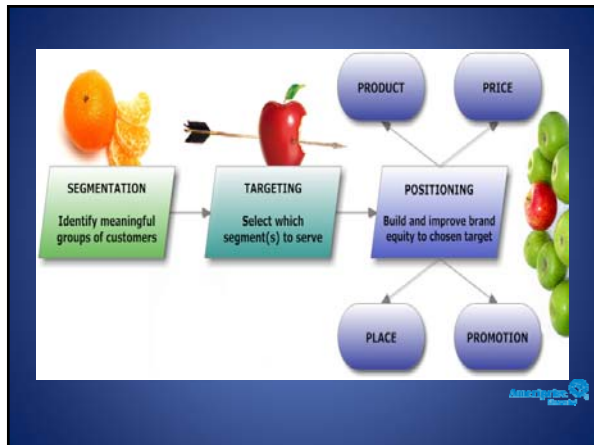
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Questions?????

Heather Brontas CFP, CRPC, CDFA  
heather.a.brontas@ampf.com  
ameripriseadvisors.com/heather.a.brontas  
704.896.9985

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