

Aislyn



"Let your child be the torch of truth and they shall shine over the entirety of the human society brightening even the darkest corners."

Age: 36

Work: Psychologist

Family: Single, no kids

Location: Kansas City, Mo

Goals

- Learn more about sports on child physiology
- Learn how parents influence their decisions for their kids
- Find how intensity in sports at a young age effects child development.

Frustrations

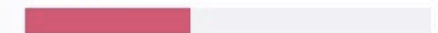
- The parents not wanting to give out information
- The big companies fighting her research
- He budget is tight, so travel will be difficult

Bio

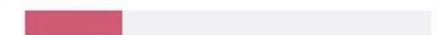
Aislyn has been a Child Psychologist for 10 years. She was born and raised in Kansas City, MO, and loves everything about it. Aislyn has her own clinic with one other psychologist. Her partner is focused in adult psychology. They together are able to survive in an economy that isn't as thriving as they would like. Aislyn likes to get candidates for her studies from all over the country, to keep the pool a more evenly distributed. She doesn't get much free time, but when she gets a few hours, she enjoys hanging downtown and taking her dog to the park. Aislyn hopes to publish her new study in a journal with how the effects of travel child sports and the growth of the child's brain. Her business partner would like to work along side with her and study the parents of the children.

Motivation

Incentive



Fear



Growth



Power



Social



Preferred Channels

Traditional Ads



Online & Social Media



Referral



Guerrilla Efforts & PR

