



OUR AUDIENCE

It's important to define our target audience. If we don't know who we're talking to, how can we possibly market to them?

Who are we talking to?

Strata committee members (apartment owners)

Property developers



34-46 years old

Professionals with tertiary education

Tech savvy



Sarah Jones

- Sarah is married to Mark and they have three children: Kai (2), Millie (4) and Jackson (1).
- Sarah is a stay-at-home mum.
- Mark is a plumber and owns his own business earning around \$80k a year.
- Sarah and Mark have a joint savings account balance of \$2,000 may have no savings living month to month because of the fees.
- They have an outstanding credit card balance of \$3,000 and a car loan for \$16,000.
- Their weekly living expenses are \$600.

Current situation:

Sarah can't work due to family commitments. After paying their tax, mortgage, utilities, car loan, insurance and living expenses, there's very little left over in the family budget for saving for a deposit.

The family regularly fails to fully repay their monthly credit card commitments, and so are incurring charges.

The family hasn't had a family holiday for six years. The last time they did they were left with a credit card bill that took them more than a year to repay.

Beliefs:

Both parents believe that getting on the property ladder is the best thing for their family.

Both have been 'burned' by experiences with previous financial institutions

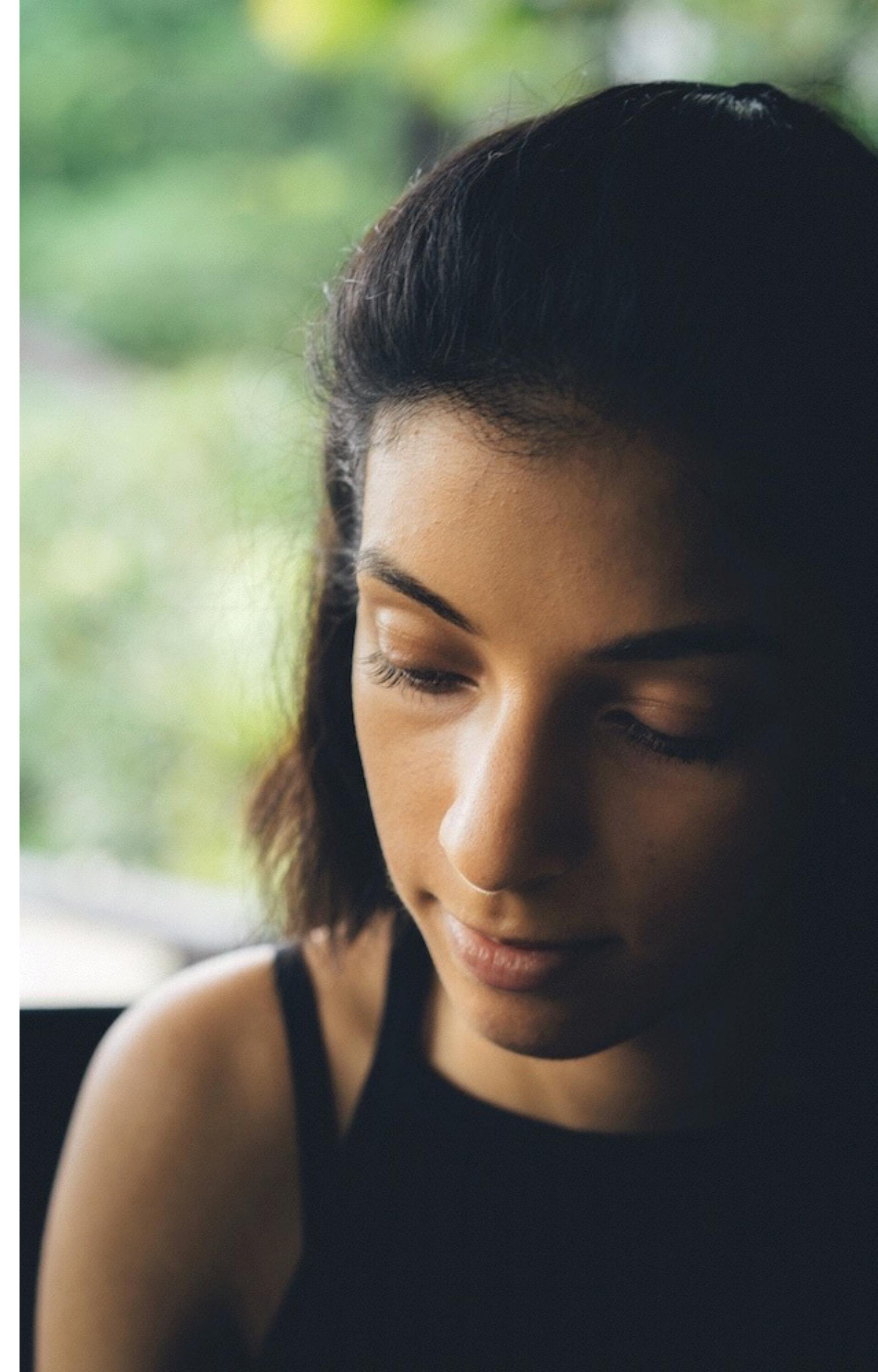
Desires:

They would like to buy a modest home for their family.

Fears:

That they will be rejected due to their low income and self-employed status

That repayments will be too hard to manage.



Sarah's customer journey

Sarah was talking with a friend in the school car park about rent increases and concerns they would have to move out of the area.

The friend tells Sarah that they had recently got a home loan from Cashy Loans. Cashy Loans helps low-doc, low income families get on the property ladder. The mortgage repayments are manageable, and they're no longer under financial pressure.

Sarah discusses this with Mark at dinner. They go online to www.cashyloans.com.au and, using the online calculator, work our repayments and read through the benefits. They apply for a loan and receive confirmation quickly.

Sarah and Mark are relieved to know they can not only keep up with the payments but also start looking for a home in their local area.

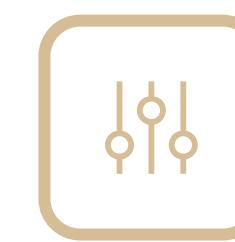


OUR UNIQUE SELLING PROPOSITION

Our Unique Selling Proposition should cover what we do, who you do it for and why you do it better than anyone else.

Why choose Wellman Strata?

We provide customised, personal service that gets to the heart of your concerns, and gives you the peace of mind that comes with knowing that your building is in safe hands.



We provide personalised service

We know every scheme is as unique as the tenants living in it, so we provide tailored services that meet your specific needs.



We're efficient and reliable

We don't have to deal with the red tape and bureaucracy that bigger strata management companies do, which means you get faster responses and resolutions.



We're proactive

We keep you up to date with legislation and do our best to safeguard and increase the value of your property.



We're part of a (big!) family

Our relationships with our clients and the experts we partner with are built on respect, transparency and trust. When you join Wellman Strata, we treat you like family.

OUR GUIDING PRINCIPLES

Our tone of voice is the way we write and speak. It's what we say, and how we say it.

Just like a person, what we say is guided by certain principles, and how we say it is influenced by our personality.

Let's start by looking out the principles that guide this business: its vision, mission and values.

PERSONALITY

Our personality influences how we present ourselves to the world, our customers, the media and our staff. It's how we sound, how we write, and how we speak.

Take each of these defining words, and think of examples that demonstrate them. Always keep in mind what you're trying to say, who you're talking to, and how you're talking to them. The more specific we can be about our claims, the more convincing they will be. Words such as 'friendly' and 'imaginative' can seem vague. Think of specific examples instead.

TONE OF VOICE

Brands that speak like we do

How do we want to come across to our customers? What type of personality do we want our words to convey?

The collage illustrates three distinct tones of voice:

- Fast Company Article:** A snippet from a Fast Company article featuring the headline "We're just a bunch of young'uns" and the subtext "world through high-quality content and good vibes." The background shows the "FAST COMPANY" logo.
- iPad mini 4 Advertisement:** An advertisement for the iPad mini 4. It features the slogan "iPad mini 4 Mighty. Small." above a smartphone displaying a game. The phone has a white case and a blue screen.
- iPad Pro Advertisement:** An advertisement for the iPad Pro. It features the slogan "iPad Pro Super. Computer. Now in two sizes." above a large tablet screen showing a landscape.

The daily email
Everyday we comb the internet for the most interesting and impactful news in business, tech, and entrepreneurship. We send them straight to your inbox. Think of it as a digital newspaper that only talks about stuff you care about. Delivered by technology rather than a paper boy making the rounds. Want to give it a shot?
[Read the latest and greatest →](#)

"We are APPROACHABLE"

What we mean

Inclusive, open, welcoming, responsive, supportive, warm, down-to-earth, conversational, respectful, courteous.

What we don't mean

Slow, difficult, formal, unapproachable, corporate, and arrogant.

How does 'Approachable' sound?

We try harder to get things right. We don't hide behind pompous, overly formal language. We're honest and open. We connect with people in a personal way, and are inclusive and warm. People tell their friends about the support they received from us. We're quick to respond, and actually make things happen. We're in touch and relevant.

TIPS

- Instead of talking about our company as a big corporate brand, try to bring it down to a more personal level. Use 'we', and talk about 'our team' rather than 'our staff'.
- Bring some warmth and gentle 'we've been there' humour to your writing.
- Read what you write out loud. Is this how you would recommend us to your mum or best friend?
- Use contractions in your writing to make it more conversational.
- Illustrate your copy with graphics to improve understanding.
- Offer open lines of communication at several different touch points.
- Ask for feedback. Accept and deal with criticism with grace.
- Stick to one clear idea per paragraph (and ideally per page).

