

Julia Everitt

Writing Portfolio: Marketing

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A Jump Start into Your Happiness Journey: Quick Tips for First Steps Towards Lifelong Happiness

So you want to improve your life? A great place to start is with your mindset. Your journey to a happier you can be a long process, but it doesn't have to be! With a few quick tips, you can start today on your path to a lifestyle of confidence, high-self esteem, and... greater happiness!

1. Be open with your feelings

Sharing your thoughts and especially talking about your feelings can improve your mood and help you stay in good mental health. Pushing past the initial awkwardness to open up a conversation about how you're feeling can seem daunting but a majority of psychologists agree that having these discussions and conversations about your feelings and emotions will lift your mood and raise your spirits.



2. Bring joy to others

Helping others can be a great way to help yourself. Even small acts of kindness can be a good way to boost your spirits. A combination of scientific research and experiments have shown that altruism and acts of giving stimulate the areas of the brain that result in pleasure. So giving some of your time to a person, group, cause, or organization you care about can be a great way to embrace your own pursuit of happiness.



3. Build new skills

Challenge yourself by trying a new hobby or improving your skills and strengths at a current one. Activities that allow you to be creative, involve skill, and you enjoy doing are another great way to lift your mood and confidence levels. Hobbies can encompass a variety of activities from playing an instrument, to reading, to team sports, and more. Hobbies let you unwind from the stresses of your day-to-day and have been shown to improve your well-being.

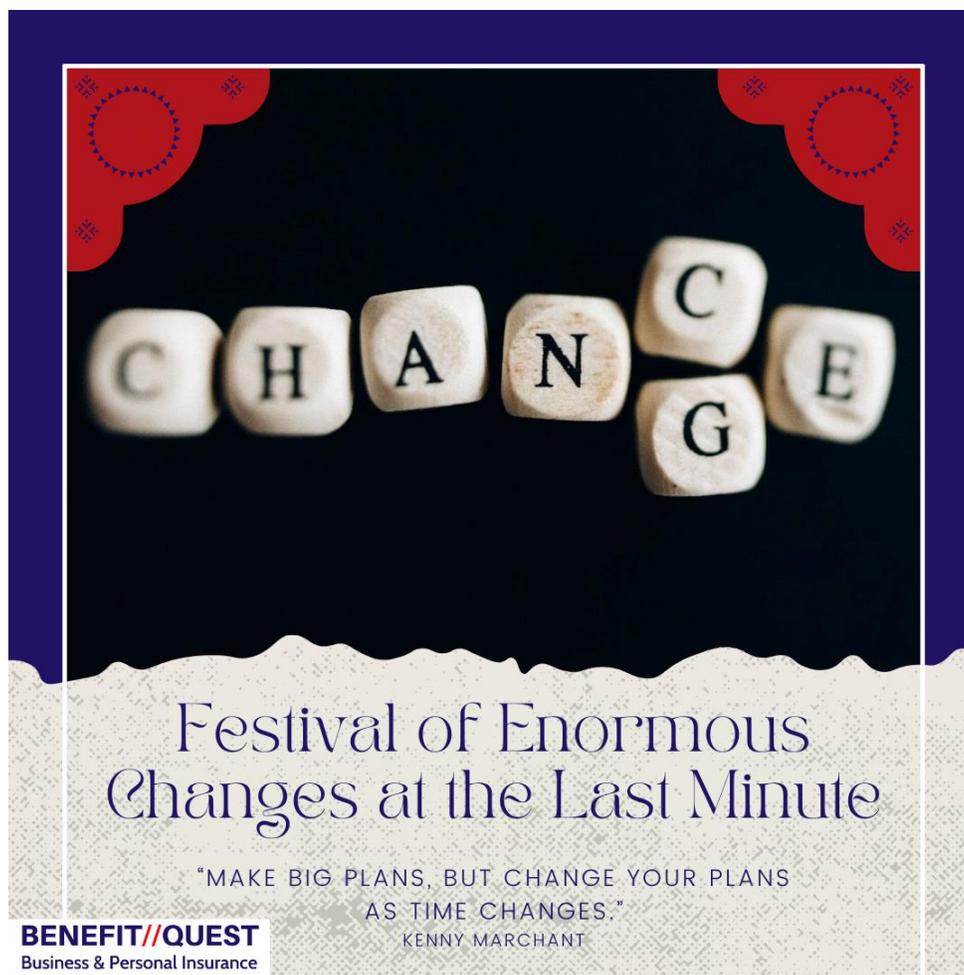


4. Move your body!

We've all heard it. Regular exercise generates endorphins for a natural feel-good buzz. Pop on your walking shoes or your personal favorite workout for thirty minutes a day at least three days a week to improve your emotional well-being. You don't have to have a crazy exercise routine to feel the effects, just have fun and get moving!



Next steps! Now that you've gotten started with some first steps towards a happier you, it's a great time to **reserve tickets to Coaching Season's Happiness Conference** for even more ways to cultivate happiness in your life.



If you don't like your current plan... make a new one. Today's holiday gives you the chance to switch things up– better late than never! And just before the new year starts!

And if you need to change up your insurance, we're here to help. We offer lots of insurance options, contact us and let us help you find great coverage– wouldn't that be a great change?

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Hey Jazzmine!

Take a look at these jobs we found for you!

Emergency Medical Technician- Boston Emergency Medical Services– Boston, MA
\$12-14 hourly (USD)

Seeking trained EMTs for full-time positions at Boston Emergency Medical Services. EMT license required. Must have a flexible schedule to work nights, weekends, holidays...

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Associate Scientist- FRA Technologies– Boston, MA
\$48K annually (USD)

FRA Technologies is HIRING! Seeking a full-time associate scientist to work on our team developing new cell proteins. REQUIREMENTS: 2-5 years lab experience, Bachelors in...

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Biological Lab Technician - The Ohio State University– Wooster, OH
\$28K annually (USD)

Seeking a biological lab tech to work under Dr Ed Smith researching Osteosarcoma. REQUIREMENTS: Bachelors degree in Biology or related subject, cell allele research, experience in a lab setting...

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Hey Jazzmine!

We are excited to offer a free webinar on what recruiters and hiring managers want to see when reviewing your resume.

The webinar will be an hour conversation with Target recruiter, Jenny Thompson, who has over 10 years of experience hiring qualified candidates in multiple fields.

You attend the webinar for free, live, on Saturday, September 24th, at 2pm, or sign up to receive the webinar recording if you can't make it on Saturday.

**Here's the [link to sign up for the live webinar](#).
And here is the [link to receive the webinar recording](#).**

You may be able to ask a question at the live webinar!

We at Monster are sincerely committed to helping you to be the best applicant and match you with great job opportunities. We're excited for you to upload your sparkling new resume on Monster after the seminar.

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Customer Persona for hypothetical Monster.com Rebrand: Job-Hunt Jazzmine

Persona Name: Job-Hunt Jazzmine			
	<p>Biography Jazzmine is a 22-year-old undergraduate student living in Boston, MA. She is a senior in college and will be graduating in a few weeks and has been looking for her first full-time job. She does not have much time to look between taking five classes, working as a part-time retail associate at a nearby clothing store, serving as the Vice President of her university's Elite Heat (competitive obstacle course) club, and participating as a member of the Biology Club.</p> <p>She isn't committed to finding a job and living in a certain city after graduating, but would prefer to stay on the East Coast. She hopes to find a full-time position as soon as possible to avoid having to move back in to her parents' house, but the current job climate, as well as effects of COVID are making it exceedingly difficult for her to find anything in her field that she's qualified for that will interview her.</p>	<p>Lifestyle (<u>location</u> type, cultural context, etc.)</p> <ul style="list-style-type: none"> Lives in Boston Fairly progressive ideology Active social life in a lot of on-campus activities Very limited free-time 	<p>Occupation (<u>job</u>, type of industry, etc.)</p> <ul style="list-style-type: none"> Student Part-time retail associate at a clothing store (slightly over minimum wage)
<p>Demographics (<u>life</u> stage, socioeconomics, gender, relationship status, children, etc.)</p> <ul style="list-style-type: none"> Gen Z (Age: 22) Not Married No children Senior in college, about to graduate with a B.S. in Biology Middle class background with some, but minimal student loan debt 		<p>Goals and Joys (<u>personal</u>, professional, or category-specific)</p> <ul style="list-style-type: none"> Graduate from college Get a full-time job offer in a biology-related position Maintain an active social life (find a new obstacle course club in her new city post-college) Buy a house/condo by age 28 	
<p>Where and what do they consume? (<u>preferred</u> stores, brands, companies, design styles, etc.)</p> <ul style="list-style-type: none"> LinkedIn TikTok Amazon Apple Target Disney Shein Netflix Hulu 	<p>How do they consume? (<u>early</u> adopter or laggard? (<u>im</u>)patient? price or quality? online or in-<u>person</u>?, etc.)</p> <ul style="list-style-type: none"> Early adopter Impatient Prefers budget-friendly options (price sensitive) 	<p>Challenges and Frustrations (personal, professional, or category-specific)</p> <ul style="list-style-type: none"> School is stressful and time-consuming, does not leave a lot of free-time to look for jobs Job hunt is not going well, has applied to over 100 jobs, only receiving two interviews, neither of which she was hired for 	

Customer Persona for hypothetical streaming service “FXNow”: Free-Time Frankie

Persona Name: Free-Time Frankie			
	<p>Biography <u>20 year old</u> Free-Time Frankie lives in East Lansing, Michigan.</p> <p>She enjoys going to parties, procrastinating by streaming her favorite shows, and is in the alpine ski/snow board club at MSU.</p> <p>She currently attends Michigan State University full-time where she is studying Business with a focus on Management. She works during her summer breaks, but not during the school year.</p>	<p>Lifestyle (location type, cultural context, etc.)</p> <ul style="list-style-type: none"> Lives in East Lansing, MI Fairly progressive ideology Active social life Fair amount of free-time 	<p>Occupation (job, type of industry, etc.)</p> <ul style="list-style-type: none"> Student Studying business, looking to do an internship over the upcoming semester
<p>Demographics (life stage, socioeconomics, gender, relationship status, children, etc.)</p> <ul style="list-style-type: none"> Gen Z (Age: 20) Not Married No children Current undergraduate college student 	<p>She is currently living on student loan money so she is budget conscious but not worried about money.</p>	<p>Goals and Joys (personal, professional, or category-specific)</p> <ul style="list-style-type: none"> Graduate from college Land an awesome summer internship Have fun Build strong social bonds 	
<p>Where and what do they consume? (preferred stores, brands, companies, design styles, etc.)</p> <ul style="list-style-type: none"> Amazon Apple Target Disney Shein Netflix Hulu Kroger 	<p>How do they consume? (early adopter or laggard? (im)patient? price or quality? online or in-person?, etc.)</p> <ul style="list-style-type: none"> Early adopter Prefers to shop online Prefers budget-friendly options 	<p>Challenges and Frustrations (personal, professional, or category-specific)</p> <ul style="list-style-type: none"> School is stressful Uncertainty about internships and future career options 	

Customer Persona for Coaching Season LLC's Career Coaching Service: Alex Value

Persona	Lifecycle Stage		
<p>Persona Name: Alex Value- Disillusioned Recent College Graduate</p>	Awareness	Consideration	Decision
<p>Alex has struggled finding full-time work after graduating college into a subpar job market. The COVID-19 pandemic has further setback her professional and personal goals. She is curious if life coaching may help her figure out next moves for her life, but sees cost as a major deterrent for seeking these resources, especially as she is unsure about the payoff.</p>	<p>Alex searches online for local coaching options and their pricing. She contacts several of the coaches she finds to ask for quotes of their rates. She also looks for information on ways that life coaching can improve someone's life and how it is intended to do so.</p>	<p>Alex is very concerned about price. It would be useful for Alex to include price estimates/quotes on the website or include an easy tool for requesting a quote.</p> <p>Alex is very concerned about outcomes. A blog post about how successful someone was at finding a job or improving their life after receiving life coaching would be helpful for attracting this potential client.</p> <p>A section with reviews and testimonials from existing and past clients on the website.</p> <p>Reviews on Google for more candid customer satisfaction information—ask customers who told you they had a positive experience to leave a review.</p>	<p>Persona decides to book the free consultation.</p> <p>Persona connects via chat box/ email. May send a message before the free consultation asking about pricing.</p> <p>I feel it is noteworthy to mention that this persona will not call you during the scheduling process. Cuspers are particularly averse to making those type of phone calls, in my experience.</p>

L'Oreal Case Study

Situation Analysis: L'Oreal is looking for room for growth in the at-home hair coloring market and has spotted three new hair dye styles through their research on celebrity styles and what is currently prevalent on social media. These three new styles are tie-dye, splat, and ombre hair. L'Oreal wants to determine which of these styles are quickly passing fads or longer-lasting trends in order to decide whether to create new products to cater towards these trends.

Issue: Should L'Oreal create new at-home hair dye products to cater to any of the new hair style trends: tie-dye, splat, and ombre?

Strategic Alternatives: One possible alternative for L'Oreal would be to create no new products to cater to any of the emerging three styles. With this choice, the risks to L'Oreal would be minimal, with no upfront costs to produce new products or expenses related to marketing the new products. With this option, however, there would be the risk that one of these trends does become a mainstay in the hair dye scene and that L'Oreal will have missed out on revenue from these products and/or come into the game too late, so that people have already grown attached to purchasing products for these styles from other brands.

Another possible alternative for L'Oreal would be to create three new hair dye products, one to create each new hair dye style. The risk with this is a large upfront cost for production and marketing these products with the potential for one, two, or all three styles to turn out to be a fad instead of a trend. While L'Oreal would be sure to have produced a product to fulfill any longer trend that these hair dye styles may become, if none of the trends continue to be in-style, the products may not make enough money to justify any up front costs.

A third alternative is to choose just one or two of the styles to create a new product for. For this there is less upfront cost of designing and marketing multiple products, but there is the possibility of jumping on the wrong style. If L'Oreal chooses only one style to create a product for, their new product will not be competing against their other new products and they will be able to put all of their marketing efforts into making sure the hair dye style they have created a product for is a more lasting trend.

Recommendation and Rationale: Before making a recommendation, we should address whether it is likely these new hair dye styles are trends or are fads. There are four key questions we can ask to help determine whether a style is a fad or a trend:

- “1. Is the item/style compatible with a change in consumer lifestyle?
2. Does the innovation provide real benefits?
3. Is the innovation compatible with other changes in the marketplace?
4. Who is adopting the trend?” (Dubois 4).

The first potential trend/fad is tie-dye hair. This style does not appear to be compatible with a change in consumer lifestyle, nor does the innovation provide real benefits. The innovation seems to follow other trends in the marketplace around generally more wild or less natural looking hair colors. The trend seems to be adopted primarily by celebrities and young people who are not yet in the workforce. The style is unlikely to be acceptable at many more

professional/corporate jobs. Given this information, I believe that tie-dye hair will turn out to be a fad.

The second potential trend/fad is splat. It seems to have most of the same answers to these key questions as the tie-dye hair dye style did. The style does not appear to be compatible with a change in consumer lifestyle, nor provides real benefits. The trend also seems to follow other trends with less natural looking hair colors. This style seems to be adopted primarily by celebrities and young people who are not yet in the workforce. The style is unlikely to be acceptable at many more professional/corporate jobs. Given this information, I believe that the splat hair dye style will turn out to be a fad.

The third potential trend/fad is ombre. This style does not appear to correlate with a change in consumer lifestyle or provide real benefits. This innovation is compatible with both trends towards unnaturally colored hair, as well as more natural colors. This trend is being widely adopted by celebrities, young people, and women. Given the broader adoption of this style, and that it is compatible with more lifestyles, I believe that ombre hair will turn out to be a trend.

In addition to using these four questions to determine whether these emerging styles are trends or fads, we can look at the loop strategy for guidance. The first step of the loop strategy would be to listen on social media to what consumers are interested in. The social media listening L’Oreal did for these trends garnered mixed results. Articles were being released that suggested ombre was going out of style in favor of the splat trend, while thousands of YouTube tutorials on getting the ombre style suggested that it was actually the most popular of the emerging styles. Given the practicality of the ombre trend over these other emerging styles, I find it likely the trend will stick around for longer.

My recommendation to L’Oreal relates to the second step of the loop strategy—to develop. I would recommend that L’Oreal manufactures a product for the ombre hair dye style only. Given the criteria from the four key questions, it seems the most likely to be a trend while the other two styles seem more like short-term fads. This hair dye style is the most wearable for an ordinary consumer. It can be subtle or bold which appeals to a variety of audiences. There is already an accessible product to recreate the splat hair dye style at home, but the ombre style offers the opportunity to be the first at-home product on the market.

Regardless of which style(s) L’Oreal ends up choosing to create a product for, the third step of the loop process comes into play next, promoting the product(s). I would recommend to them certain social media strategies to market their product. Even if the style they chose might have ended up as a “fad” L’Oreal does have some power to influence that. If the product they release is easy to use, works well, and looks good, they may have the ability to reignite the trend, if it had been losing interest partially due to inaccessibility. I would recommend that L’Oreal use influencer marketing for their products. If celebrities and style icons are posting on social media, continuing the trend then everyday consumers are more likely to continue the trend as well.

As the loop strategy circles back around, once they have developed and promoted their product, L’Oreal should continue to listen and look for customer feedback as well as feedback from the general public about adaptations on current trends or even newer emerging styles.

KPIs and Expected Outcomes: For key performance indicators we have many quantitative and a few semi-qualitative metrics to look at. On the quantitative side, we will know if the new ombre hair dye product is successful based off of sales numbers. If the product has sales numbers comparable to products in their existing *Casting Crème Gloss, Preference, and Excellence* product lines we will know the new product is successful.

Also on the quantitative side, if the revenue generated from the product is greater than the development costs, marketing costs, and variable costs, this is another key indicator of success for the new product.

Another indicator for us would be the longevity of the trend. If the trend lasts more than a year, L’Oreal can be confident it made the correct move in developing this product.

From a semi-qualitative, semi-quantitative perspective, if the product appears to be getting a lot of attention on social media and if the product/style has a renewed sense of interest in fashion articles and YouTube videos, these metrics on consumer/public response would indicate how successful the product is.

Understanding Tonal: The New In-Home Fitness System

Author: Julia Everitt

Intended Audience: Brand new Tonal users, potential Tonal users, or fitness personal trainers interested in learning about a potential competitor

Date: February 9th, 2020

Tonal

Intro

This report will cover the functions of the fitness system Tonal. This report is designed for brand new Tonal users, potential Tonal users, and personal trainers to learn more about what Tonal is and what its functions are.

Tonal is an in-home gym and personal trainer that goes on your wall. It has two arms that adjust three ways in order to replicate almost every machine or free weight you would use in a gym. The Tonal uses electromagnets to create up to 100 pounds of digital resistance per arm, for a total of 200 pounds of digital resistance.

Workouts

Tonal has a variety of workouts and programs to meet users' strength training goals. Users follow along with a coach during workouts through several strength "blocks" (where a block is between two and four exercises that user will repeat between two and four times depending on the workout). Workouts are one-off individual workouts ranging from 15 minutes and up to an hour in duration. Programs are four-weeks long and either three times or four times a week; they are designed to meet a more long-term fitness goal. In addition to the over 100 programs and workouts currently available on Tonal, new content is added to the library every two weeks. No existing content is removed during these updates, only added.

https://www.whipsaw.com/wp-content/uploads/2019/11/Tonal_Main.jpg

The image above displays Tonal in three different positions. The first is a Tonal that is turned off and entirely stowed away. The second is a Tonal with the bar attachment on with the screen in Free Lift Mode. The third is a Tonal with smart handles attached with the home screen displayed.

Free Lift Mode

In addition to workout and programs led by coaches, Tonal also has Free Lift Mode. In Free Lift Mode, users can look through Tonal's entire library of movements to build their own workout, if they do not feel like following along with a coach that day, or want to complete additional exercises not in their scheduled workout. In addition to Free Lift Mode on the Tonal itself, a user can build their own

workout using the Tonal app that will sync automatically to their Tonal account so they can easily pull up the workout they built on screen.

Smart Accessories

The Tonal has a Smart Accessories package available for purchase that is recommended for best use of the Tonal system. The package includes smart handles (image A), a smart bar attachment (image B), a rope attachment (image C), a roller (image D), bench (image E), and workout mat (image F). The two smart handles attach to each arm of the Tonal quickly and easily using “t-locks” where you simply insert and twist the handle to attach. The handles, rope, and bar all attach using these t-locks. The smart handles allow you to turn on and off the resistance (weight) simply by pressing a button on the side of the handle (where both handles have these buttons, but you only need to press one side to toggle the weight on and off). The smart handles also have a gyroscope inside of them which allows Tonal to better evaluate the quality of your reps. The smart bar similarly toggles the weight on and off in the same manner, by simply pressing a button that is clipped to the smart bar; the clip is removable and can slide along the bar, so users can place it where it is not in the way of their hands while exercising. The rope attachment only attaches to one arm of the Tonal and does not have any of the smart features, but simply caters better towards certain movements than the other attachments; movements including, but not limited to chops, bicep curls, and pull-throughs. The roller can be used for active recovery exercises as well as stretching. The bench allows for a greater number of movements in your workout including popular exercises such as bench presses and chest presses. The final item in the Smart Accessories package is the workout mat; the workout mat provides cushion and support for any exercises on the floor including warm up exercises, active recovery, cool downs, etc.

Customized Strength Training

When a user is first setting up their Tonal, they create an account where they select their current fitness level, as well as choosing two fitness goals from a selection of six goals: building muscle, improving performance, gaining strength, maintaining fitness, getting lean, and boosting energy. From the goals the user provides, as well as their current fitness level, Tonal will recommend specific programs to users to meet those goals. Users can choose whether or not they would like to complete those recommended programs, or join any of the other programs in the library, or complete individual workouts.

Strength Assessment

After a user puts their goals into the Tonal, they will be asked to complete “your first tonal workout” which is a strength assessment, used to calibrate recommended starting weights for every exercise in the system. The system also grows with the user. When a user goes through a set of reps quickly and without struggling, the Tonal will increase the recommended amount of weight for that movement the next time the user encounters the movement. For example, if a user completes a set of 8 reps of goblet squats quickly while maintaining their range of motion at 28 pounds, the next time the user does a set of goblet squats, the recommended weight for the movement will be 29 pounds.

User Interface

Tonal has a touch screen, so users can scroll through the library of workouts and programs on the screen, as well as adjust the digital resistance and toggle the weight on and off on screen. The homepage of Tonal displays recommended programs first, followed by the newest workouts, and then a selection of other workouts. From the home screen, the users can select a function to search for specific workouts or programs based on factors like the length of time the workout takes, which coach is leading the workout, what muscles the workout uses, and what level the workout is (beginner, intermediate, or advanced).

Advanced Features

Tonal has several other advanced features. One is a spotter mode. Spotter mode functions as a replacement for having a friend spot for you in the gym, on Tonal, if Tonal feels you struggling on a rep (i.e. you take too long to complete the rep) it will decrease the resistance for you on just that rep so you can complete your workout. Another advanced feature is burnout mode. Burnout mode reduces the weight one pound at a time until you complete your last successful rep. The other two advanced weight features are chains and eccentric. Chains mode simulates how one would lift with chains in a gym by increasing the resistance on the outset of a movement and decreasing it back to the set weight on the decline. Eccentric is similar to chains, except in eccentric mode the weight is the set weight on the outset and then increases on the decline. These two advanced weight modes are designed to increase the amount of time the muscle is under tension in order to build muscle at a quicker rate.

Sound on Tonal

Sound on Tonal can either be played out loud through built-in speakers, like a television, or can be paired with any wireless Bluetooth headphones or earbuds. Tonal has a selection of different music playlists that you can choose to listen to while you are working out. There is a volume control that allows you to increase or decrease the volume of the coach, music, and sound effects independent of one another to suit your preferences.

Future Advancements

Tonal's hardware has been "future-proofed" for further advancements, with a currently non-functional built-in camera, so potential customers do not have to worry about buying an obsolete model; all updates will be on the software.

Summary/Conclusion

Overall, Tonal combines digital resistance with the expertise of fitness coaches to create a system where users are able to complete workouts and meet strength training goals. Tonal has smart accessories that attach to the hardware's two arms to help Tonal to replicate more of the machines and free weights available in regular gyms. Tonal keeps track of how much weight a user should be lifting for each movement in the system, and provides weight recommendations to users. Tonal

provides several features in addition to its main functions as a personal trainer and in-home gym for user's ease of use and enjoyment, such as ability to search for specific workouts, and options to listen to music.

Works Consulted

The World's Most Intelligent Home Gym and Personal Trainer. (n.d.). Retrieved February 7, 2020, from <https://www.tonal.com/>

Tonal Strength Training System - Whipsaw Industrial Design & Engineering. (n.d.). Retrieved February 7, 2020, from <https://www.whipsaw.com/project/tonal-strength-training-system/>



COACHING SEASON

Cultivate a life well lived

Video Planner

Where will this video be published?	What audience persona will your video target?
<ul style="list-style-type: none"> • Facebook • Instagram Stories • Twitter • TikTok • Other: _____ 	<ul style="list-style-type: none"> • Joe Curious • Sally Sue • Alex Value • Scott Michael • Other: _____

Video Title:	Number 7
Video Pitch:	Use "original sound- lexibluepoo" where the cashier is mishearing the customer. Person is lip syncing with audio, on screen " 7: A life coach and a path towards my goals 11: Continue to struggle with work-life balance at my 9-5 job."
Video Caption:	Which one are you trying to order?

Name of team member:	Role (writer, videographer, protagonist etc.):
Any team member	All roles

Publish Date:	July 12	Reason Selected:	Want to wait until a workday to publish.
Publish Weekday:	Monday	Reason Selected:	People tend to be most disillusioned with their jobs and work on Mondays.
Publish Time (EST):	11am	Reason Selected:	Will capture people during their lunch break.

Identify the TikTok/video trend, within your video:	Mishearing a customer. The trend is the sound.
Link to music:	No music-- the sound from this video, available in the app: https://www.tiktok.com/@lexibluepoo/video/6972173275744996614?lang=en&is_copy_url=1&is_from_webapp=vl
List of props:	No props.

	Hashtag	Reason this # was selected?	Hashtag Popularity
1	#lifecoach	Relevant to subject matter	564.2M
2	#jobburnout	Relevant to subject matter	116.4K
3	#selfimprovement	Relevant to target audience.	5.7B
4	#wellnesstiktok	Relevant to target audience.	16.6M
5	#worklifebalance	Relevant to target audience.	65.1M
6	#goalsetting	Relevant to subject matter.	83.2M

7	#personalcoach	Relevant to brand.	3.9M
8	#lifecoaching	Relevant to brand.	92.8M
Resources used to research hashtags:		TikTok	

Script

	Audio	Visual	Duration
1	"original sound-lexibluepoo"	Person lipsyncing to audio asking for the number 7. In text on screen: "7: A life coach and a path towards my goals 11: Continue to struggle with work-life balance at my 9-5 job."	0:15
Total Duration:			0:15



COACHING SEASON

Cultivate a life well lived

Video Planner

Where will this video be published?	What audience persona will your video target?
<ul style="list-style-type: none"> • Facebook • Instagram Stories • Twitter • TikTok • Other: _____ 	<ul style="list-style-type: none"> • Joe Curious • Sally Sue • Alex Value • Scott Michael • Other: _____

Video Title:	Put a finger down
Video Pitch:	A put a finger down challenge for common reasons someone would want a life coach.
Video Caption:	Another put a finger down challenge!

Name of team member:	Role (writer, videographer, protagonist etc.):
Anyone	

Publish Date:	7/28/21	Reason Selected:	Gives a reasonable amount of time to create the video to publish on a Wednesday.
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Publish Weekday:	Wednesday	Reason Selected:	One of the best days to post a TikTok for number of views.
Publish Time (EST):	8am	Reason Selected:	One of the best times to post a TikTok for number of views.

Identify the TikTok/video trend or type of content, within your video:	Put-a-finger-down challenge.
Link to music:	n/a
List of props:	n/a

	Hashtag	Reason this # was selected?	Hashtag Popularity
1	lifecoach	Relevant to brand.	575.4M
2	lifecoaching	Relevant to brand.	86.3M
3	worklifebalance	Relevant to video content.	51.6M
4	putafingerdown	Relevant trend.	3.5B
5	putafingerdownchallenge	Relevant trend.	348.4M
6	putafingerdownif	Relevant trend.	8.4M
7	putyourfingerdown	Relevant trend.	848.5M
8	putyourfingerdownchallenge	Relevant trend.	17.5M

Script

	Audio	Visual	Duration
1	<p>Okay, put a finger down challenge, but I'll only tell you what it's for at the end.</p> <p>Put a finger down if you lost your job during the pandemic and haven't been able to find a new one. Put a finger down if you have a 9-5 job, but it's not what you want to be doing and makes you exhausted. Put a finger down if you feel like you need to "get your life together." Put a finger down if you have big goals but feel like you really need someone else to help hold you accountable for making progress towards those goals. And put a finger down if you think "work-life balance" is actually a myth. Okay, so if you put ANY fingers down, even just one, sounds like you could maybe use a life coach. Click the username to find out about Coaching Season.</p>	<p>Person holds up hand with five fingers, and puts down a finger with each "put a finger down." Person does air quotes for each set of quotes in script.</p>	0:00-1:10
Total Duration:			1:10