



SEX WORKER BRANDING

Building an Intentional
Persona

P S : G R O U P

Your Target Audience

P S : G R O U P

Buyer Persona / Avatar

- **Demographics:** Age, marital status, education, location, sexual orientation
- **Profession:** Industry, title, seniority, salary / financial situation
- **Psychographics:** Hobbies, Interests, values, politics
- **Info Sources:** publications, industry-specific, social media, apps or other websites
- **Pain Points:** Challenges, frustrations, inconveniences, dissatisfactions
- **Purchasing process:** Triggers & Barriers



STEVE

Age:

Marital Status:

Children:

Location:

Occupation:

Annual Income:

Education:

Interests/Hobbies:

GOALS & VALUES

Steve wants to:

Steve is committed to:

Challenges & Pain Points

Challenges:

Pain Points:

Sources of Information

Publications:

Social Media:

Websites / Apps:

Dealbreakers & Triggers

Dealbreakers:

Purchasing Triggers:

Look & Visual Style

P S : G R O U P



Color Emotions



Brand Manuals

P S : G R O U P

What To Include

- **Brand Heart** (Purpose, Vision, Mission, Values)
- **Verbal Identity**
 - Brand Essence (Voice, Tone, Personality)
 - Messaging (Tagline, Value Proposition, communication differentiators)
- **Visual Identity**
 - Logo
 - Colors
 - Fonts
 - Imagery Guidelines

Top 10 Tips

P S : G R O U P

1. Know your customer
2. Study your competition
3. Have a purpose
4. Be different
5. Have a personality & voice
6. Have a brand identity / style
7. Be consistent
8. Create your brand manual
9. Don't be too quick to rebrand
10. Go big and own it





PS:GROUP

A CREATIVE
MARKETING AGENCY

**For Sex Workers
By Sex Workers**

PS:GROUP

Services



- Branding
- Strategic Planning
- Website Design & Development
- Logo Design & Graphics
- Merchandise Design
- Copywriting
- Content Ideation & Scriptwriting
- Photoshoot Consulting
- Video Editing & Post-Production
- Search Engine Optimization
- Email Marketing
- Reddit Management & Coaching
- Discord Creation & Management



PS: Group

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