



DISCOVERY MEMORANDUM

TO: ANNIE STONE
FROM: CINDY STOVER
SUBJECT: NOTES FOR YOUR REVIEW
DATE: 2/12/2010

About Annie

- Hands-on Person
 - makes people feel comfortable
 - Artist
 - People are amazed at her children – comfortable with who they are, individuals, no rivalry
 - Puts infants at ease
 - Inviting
 - Never gets upset
 - Can help parents work through challenges
 - Understands parents
- How thoughts challenge us
 - How we deal with issues and expectations

Impact of Website

- “Ah, the answer...”
- “I’ve been looking for this...”
- Sigh of Relief
- Eureka
- Awakening
- At Peace
- Raise Questions
- Create a Little Discomfort
- Create a Little Tension
- Spirituality
- Blessings

Target Personas

- “Wise Father”
- “Earth Mother”
- Resonates with Universe
- Resonates with Child
- People who Interact with Children
- They’re Unsettled
- Wish they could get through difficulties while minimizing frustration
- Adoptive Parents
- Not able to be present to counselors

Messages

- Parenting is Work
- Hardest Job Anyone Will Undertake
- Parenting is Mind Boggling
- Parenting Raises a Lot of Questions
- Consider This an Investment
- This is Contrary to Instant Gratification
- You are always in an on-going process
- Parenting is not about parents; it’s about children
- Unconditional love; always love the child without loving what they did.
- We come with our own history
- There’s no such thing as a perfect parent

Questions Answered

- Myth busting
- Breaking paradigms
- What are we carrying with us...?
- What is inside us that is causing this?
- Perceptions/Lenses through which we see things

Website Atmosphere

- Holistic
- Warmth
- Richness of Life
- Soothing
- Like Annie's House
- Comfortable
- Colors (great use of)
 - Cooler, but warm
 - Purple, blue, yellow
 - Sun
 - Greens
 - Turquoise & Teals
 - Muted vibrancy
- Artwork on Walls (some of Annie's)
- Inviting
- Living Room
 - Bookshelves
 - Soft suede-like sofa (microfiber)
 - Cozy seating
- Clean
- Contemporary
- Calmness
- Inviting

Feelings

- "Ah, the answer..."
- "I've been looking for this..."
- Sigh of Relief
- Joy, feel the joy
- Heart sings
- Warmth
- Love
- Touching
- Heart string pulled
- Feel love to the fullest with minimal frustration
- Unconditional self-love
- Calmness
- "This is a lot of work, but I can do this and I want to do this."
- Wholeness
- Blessed