

PERSONAL DEFENSE NETWORK

Brand Personas



VULNERABLE VIC – PERSONA 1



Age: 55+

Annual Household Income:

\$50,000

Employment: Working or Retired

Marital Status:

Married, with children/grandchildren

Vulnerable Vic has been pretty active all his life – staying in shape, interested in Martial Arts from a young age. As a younger man, he felt confident in his physical abilities alone to protect himself and his family. Getting older, he realizes he’s not a ‘spring chicken’ anymore and needs to rely on something other than his muscles for protection.

“I got a CCL 2010 in Florida. Getting old and can't "kick ass" like I used to. Wanted an equalizer to protect my wife, home and self.”

This persona would also be inclusive of those with disabilities and potentially women. It’s about vulnerability and the firearm being an equalizer.

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced

OFFICER OWEN – PERSONA 2



Age: 35-65

Annual Household Income:

\$60,000

Employment: Works Full Time

Marital Status: Married, with children

Officer Owen is a current or former law enforcement officer and/or active/retired military. Someone in his family likely had a similar career and so he's been around firearms since a young age. He has been trained in tactical defense scenarios, and he found it a logical next step to add personal defense to his skill set. He sees (and has seen) the merit of firearms and incorporates them as a natural part of his lifestyle.

"I spent 20 years in the US Military, 14 of that as a US Army Ranger. I have been shooting guns since I was 8. Personal defense just came with the lifestyle."

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced

WARY WILL – PERSONA 3



Age: 45-65

Annual Household Income:
\$80,000

Employment: Works Full Time

Marital Status: Married, with
children

Wary Will hasn't always been interested in personal defense and was even a bit shy of firearms, but increased instances of mass shootings, crime & terrorism have pushed him to get more serious. He's worried about the state of our nation, the 'war on guns' and fears an economic collapse. He hasn't personally been a victim, and he wants to be sure it stays that way. His goal is to feel ready if and when the time comes. He doesn't think he can rely on anyone to protect him or his family, so he must do it himself.

"I became interested in firearms with the way things are changing in our world. I would like to feel like I can protect family or others if something was to happen. I have always been afraid of firearms and they say, it's good to face your fears. I now feel more confident and I go the range as often as I can."

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced

DETERMINED DAN – PERSONA 4



Age: 40-55

Annual Household Income:

\$65,000

Employment: Works Full Time

Marital Status: Married, with children

Determined Dan has had a first-hand experience with a crime or personal attack, violent or otherwise. He may have been bullied a lot at one point in his life. He wasn't prepared then, didn't have the training or knowledge he needed to prevent the situation. But, he's not going to let that happen again. If he was bullied, he turned to martial arts first, eventually adding firearm training to his repertoire, what he viewed as a natural extension to his studies. If he was a victim of a crime, he likely turned to firearms directly. He doesn't come from a place of fear, rather a place of preparedness, readiness.

"January 16 of this year... my wife and I suffered a carjacking. I decided then to learn how to handle a handgun and then buy one. I now have a Glock 25."

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced

PRACTICAL PETE – PERSONA 5



Age: 40-55

Annual Household Income:
\$70,000

Employment: Works Full Time

Marital Status: Married, with
children

Practical Pete takes a very rational approach to personal defense. It is very simply a part of life for him, and has been for a long time. He believes it is his fundamental right to protect his life and the lives of his family, to survive. He's not worried something is going to happen, but if it does, he's confident that he will be ready. He is a firearms enthusiast and believes in the right to own firearms, responsibly. He likes to hunt & fish. He's enjoys learning, bettering himself – personal defense training just makes sense. In his mind, it's not a matter of 'why?' but of 'why NOT?'

"I have been training in personal defense for most of my life. I train to be more responsibly effective & efficient in the defense of myself, my family, my property, and the innocent. To safeguard our way of life when I've been given no other choice."

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced