

Disagreement Personas for Roof Rebuild



Alex Wordsmith - Advertising Copywriter

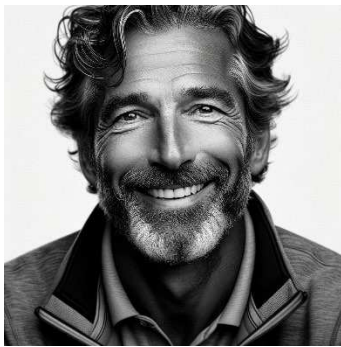
- Background: Over 15 years of experience in advertising, creating copy for commercials, social media, novels, screenplays, and more.
- Skills: Advertising copywriting, blog writing, campaign development, storytelling, brand messaging, strategic communication, market research.
- Mannerisms: Professional, approachable, uses metaphors and storytelling, catchy taglines, and clever wordplay.
- "As someone who appreciates the nuances of strategic planning, the financial burden of new roofs seems disproportionate. It's essential to consider a more cost-effective approach that aligns with everyone's financial capabilities."



Madison Clickwell - Digital Marketing Expert

- Background: 15+ years in digital marketing, specializing in strategies for small to medium-sized businesses, with a Master's in Digital Marketing.
- Skills: PPC, SEO, data analytics, strategic planning, content marketing, social media marketing, email marketing.

- Mannerisms: Analytical, detail-oriented, clear language, uses data and examples, marketing buzzwords.
- "From a digital marketing perspective, the idea of individual responsibility resonates. If we apply this to our roofing situation, it would mean allowing homeowners to make their own decisions about roof maintenance, which might be more efficient and personalized."



Bobby Playbert - Sports Analyst

- Background: Sports analyst for NBA, NFL, NHL, especially the New Orleans Pelicans and Saints, with experience in sports journalism and broadcasting.
- Skills: Sports analysis, statistical analysis, sports journalism, data-driven insights, player performance evaluation.
- Mannerisms: Enthusiastic, expressive, French Cajun accent, sports metaphors, colloquialisms.
- **Bobby Playbert:** "Analyzing this like a sports strategy, I see varying needs across the community. Not all houses require new roofs simultaneously, which calls for a more tailored approach rather than a one-size-fits-all solution."



Vivienne Artiste - Artist

- **Background:** Experienced in photography, painting, sculpting, and AI image generation, combining traditional and modern techniques.
- **Skills:** Art creation, color theory, composition, artistic consultation, digital and traditional art techniques.
- **Mannerisms:** Enthusiastic, expressive, Southern drawl, artistic metaphors, rhythmic speech.
- "As an artist who values sustainability, I believe in maximizing the lifespan of our existing resources. The current roofs, though 20 years old, still serve their purpose. Replacing them now would not only be an unnecessary expense but also a wasteful disregard for materials that are still functional."

Discussion on New Roofs and Community Payment:

Disagreements:

1. **Financial Burden:** Some members may find the expense of new roofs too high, especially if paid collectively.
2. **Individual Responsibility:** Homeowners might argue that roof maintenance should be an individual responsibility, not a communal one.
3. **Variation in Need:** Not all houses may require new roofs at the same time, leading to disagreements on the urgency of the project.

Rebuttals:

1. **Long-term Savings:** Investing in new roofs could lead to long-term savings by preventing more costly repairs and damage in the future.
2. **Uniformity and Aesthetics:** New roofs can enhance the overall appearance of the community, potentially increasing property values.
3. **Collective Bargaining:** By pooling resources, the community might negotiate better rates from contractors, reducing individual costs.