

# **Wholesome-ness**

AWBV

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(got your workbook?)

# Wholesome models are critical to our success

- \_\_\_\_\_
- Customers \_\_\_\_\_
  - But not the *word* “wholesome”
- What customers *demand*
- Key differentiator from competition
  - Physical health & cleanliness
  - Physically “un-marred”
  - No piercings, no tattoos
  - “Sensible” hair
  - \_\_\_\_\_
  - Overall “nice-ness”.



# “wholesome”: common archetype in popular culture



- Well understood
- Our customers grew up with these memes



*meme*: Cultural item that is transmitted by repetition in a manner analogous to the biological transmission of genes.

# Our members like to think she's...

- A homebody
- \_\_\_\_\_
- Doesn't attract attention
- \_\_\_\_\_
- Low maintenance
- \_\_\_\_\_
- Happy, has a good personality
- \_\_\_\_\_
- Clean and healthy.



## She's a homebody

- Likes being at home alone
- ---
- Nightclub scene consists of:
  - Horny drunks
  - Game players
  - People who don't "live honestly".





# She's nurturing and sweet

- Understanding of your needs
- \_\_\_\_\_
- Some women have militant stances against being nice to men
- Our customers do not like these women!.



## She doesn't attract attention

- \_\_\_\_\_
- Guys don't hit on her everywhere she goes
  - Not because she's unattractive
- \_\_\_\_\_
  - In appearance, and attitude
  - Not flashy
- Has a natural beauty.



## She's predictable and safe

- \_\_\_\_\_
- You know where you stand
- \_\_\_\_\_
- “A welcome change from all the women who've played head games with me before”.





# She's low maintenance

- One of her best qualities
- \_\_\_\_\_
- Enjoys slumming-it for a night in
- \_\_\_\_\_
- Dresses up sometimes as well!.



# She has family values

- \_\_\_\_\_
- Believes in the importance of family
- \_\_\_\_\_



# She has a good personality

- She's easygoing
- Able to joke about all kinds of topics
- \_\_\_\_\_
- She doesn't complain
- Speaks her mind honestly
- \_\_\_\_\_
- Does not manipulate
- \_\_\_\_\_
  - Holds *you* to high standards.



## She's trustworthy and reliable

- Can take her word to the bank
- If she says she'll do something, she does it
- \_\_\_\_\_





## She doesn't use "tricks" to be different

- She does not have tattoos
  - Does not believe they are *bad*....
  - Just "not for me"
- ---

  - Might be dyed, but to a realistic colour
- She wears flats most of the time
  - But when wearing heels, they're sensible
- ---

  - Whatever it is
  - Does not want to get a boob job
- ---

  - Does not feel she needs to use much concealer or foundation.





## She's clean and well groomed

- Showers regularly
- Brushes hair
- \_\_\_\_\_
- Moisturises regularly
- Has few
  - Scratches and cuts
  - Insect bites, bruises



# Wholesome is *not* “frigid”

- She may talk loudly, have pluck, and opinions
- She is not shy, necessarily
  - But, she does not always draw attention to herself
- ---
- She can be extremely provocative and sexual
- She is an abbywinters.com model!.

# Our members like to think she's...

- \_\_\_\_\_
- Nurturing and sweet
- \_\_\_\_\_
- Predictable and safe
- \_\_\_\_\_
- Has family values
- \_\_\_\_\_
- Trustworthy and reliable
- \_\_\_\_\_



# Assignment: Assess wholesomeness

- Review four abbywinters.com shoots
  - What makes them wholesome?
  - How could they have been made more wholesome easily?



# Action items: Shooters

- Added these things to the shoot prep; how you will...
  - Deliberately *create* wholesome settings
  - Contrive wholesome situations
  - Dress models wholesomely
  - Steer convos away from “un-wholesome” topics.



# Shooters' assignment

- Next 10 shoots
  - All shoot types
- What you did to increase wholesomeness
  - Email to CD
  - In addition to what the model brought to the scene
  - Email the single most wholesome pic to CD, Trainer and peers
  - This image will “sum up” the results of your shoot prep.