

Creative Writing Sample
Complement to “The Lindley” naming project
Written by Cynthia Kurose
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Target Demographic (Lindley, Personified):

“Lindley” is a well-rounded, trendsetting young woman: well-respected professionally, and highly regarded socially. She has impeccable taste and enjoys treating herself to the finer things in life, but she is also unpretentious and down-to-earth. She values culture, community, and kindness. She enjoys “Thirsty Thursday” happy hours with co-workers and Sunday brunch with girlfriends, but also revels in meditative time at the yoga studio, and lazy afternoons by the pool with a good book.

A Day in The Life of Lindley...

Lindley looks up from her MacBook, suffering a moment of writer’s block, and peers out the open window of her 32nd floor apartment. A cool, ocean breeze brushes against her tanned skin as she looks to the expansive views of the San Diego Bay for creative inspiration. Reinvigorated, she returns to her task, knowing that completing her marketing brief puts her one step closer to a night on the town with her best girlfriends.

Later that evening, dressed in her gold BCBG mini dress and strappy sandals, she waves goodbye to her friendly lobby attendant as she steps out of her apartment building, and strolls up the street to meet her friends at *Born and Raised*. Together, they enjoy laughs and libations, snap some Instagram-worthy selfies, then head back out on to India Street for more socializing and people-watching.

The next morning, craving rejuvenation for her mind and body, Lindley heads out for a brisk jog along the harbor, exchanging neighborly smiles with other fitness enthusiasts along her route. On her way home, she drops in to *Choice* — where she’s warmly greeted by name — for her favorite organic juice and superfood breakfast bar. Nourishment in-hand, she rounds the corner back to her apartment, where she enjoys a hot shower, slips on her white bandeau bikini and Fendi slides, and grabs a paperback novel from her nightstand before heading up to the rooftop pool for some leisurely lounging.

As she lays in her cabana, feeling completely relaxed and restored, Lindley scrolls her Insta to review the hearts and comments on her post from the prior evening. As she swipes through the photos, reflecting on her fun-filled night, a broad smile lights up her face as she types a reply to her friend’s comment: “Can’t wait to do it again!”