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## CPR #2 - 100 Ideas

1. A stay at home mom with three kids who's trying to read a physical book but the kids keep wanting her attention so she has to keep putting the book down to satisfy them, but she gets Audible and is able to listen to the book and give attention to the kids.
2. Audible can do out of the ordinary things with you. (Example: a strenuous hike; astronaut floating in space - he can't hold onto a book!)
3. Audible can be used at any time of the day throughout someone's routine. (at work, lunch, dinner, even happy hour, etc.)
4. A first date where a woman is cooking (but she doesn't know how to) and she listens to an Audible cookbook on a recipe and to impress her date, she has the headphones in while he's there to make it seem like she's cooking it all by herself.
5. A guy is on a date, and is extremely nervous. He is listening to a relationship advice book with one AirPods in his ear.
6. Someone is about to give a big presentation, and he is sitting in a room before going out to give it. He is listening to a book on how to deal with anxiety and nervousness. (Maybe he's listening to Calm the F\*ck Down by Sarah Knight?)
7. Someone has picked up a new hobby in quarantine: Plant Mom. However, she can't keep a plant alive to save her life. Her solution is to listen to a plant guide while tending to her plants.
8. Person in a hot tub cannot get comfortable holding their book out of the water...Audible playing in their headphones is the solution.
9. An Artist listening to a technique tutorial as they're painting/drawing a piece.
10. The boys want to go out drinking and this guy just can't say no, but he has a big assignment due the next day! What does he do? Solution: listen to his textbook while he's out on the town.
11. A curious Amazon driver wants to learn some new things to impress his friends. He lives a very busy lifestyle, constantly delivering packages. His solution: listening to Audible on the road.
12. A lady has a book addiction but is running out of space for them...her house is literally full of books. She downloads Audible, and now all her books are on her phone and ready for her to listen to them anywhere.
13. To convey that audible is relevant to those who want to get the most out of their free time we can have a person who has a bunch of reminders and a long to-do list to complete, but they have their headphones in while listening to an audible podcast/audiobook.

14. After a busy week, we can have someone who is going to the beach to relax and listen to an audible book about vacation.
15. An individual who is going to an art gallery and is listening to an audiobook of what they are seeing inside of the museum so that they can understand what they are seeing.
16. A couple who has been bickering and to make up for making their partner upset, the solution: set up a nice bubble bath and listen to an audiobook and it's relaxing then the couple is all better.
17. Need an activity/something to do on a family vacation/vacation by yourself.
18. Have multiple people showing all the devices you can use Audible on, it can show that it's convenient for everyone, anywhere, at any time.
19. Women participating in their annual book club but instead of using physical books, they all have a subscription with Audible.
20. Someone walking around the mall and every store they go in, there is an audible book in relation to whatever the store is that they're in.
21. We can have someone who is bored reading a book and how we can convey how Audible enhances the storytelling experience, they can put on headphones and their world lights up and is suddenly more interesting.
22. Someone was made aware of a book that interests them, but they can't find a copy of it anywhere, they end up finding it on Audible and listen to it everywhere they go.
23. Since Audible is a product of amazon, we can have someone deliver a coupon of what we are trying to get people to purchase which is the free 30-day trial to doors.
24. Show a comparison of other audiobook/podcast apps compared to Audible and have different scenarios where Audible is a more positive experience.
25. We can show someone who is listening to an interesting book/podcast and wants to share it with others, so it's sort of like a chain reaction and now everyone knows of Audible.
26. We can have someone who is just happy and whatever they are listening to it seems like they are enjoying that, someone assumes they are listening to music but they are actually listening to Audible. This shows that audible is interesting and makes listening to a book fun.
27. A parent teaches their child how to drive for the first time, but the parents makes the kid nervous so in the car, they put on an audio book explaining the rules of driving.
28. We can have someone who is just going through it, and a friend recommends an audiobook that can help her feel better.
29. A newly wedded couple is looking to start a family, so they listen to a podcast when they are cooking dinner, relaxing on their porch, playing games about how to begin a family.

30. Show a busy city where people are constantly walking around and it'll convey how you can pretty much do anything while listening to a book. Convey someone doing something crazy while having headphones on.
31. A lady gets addicted to a really good book and goes through her day trying to read it, but is unsuccessful because she has so many obligations. The next day she just pops her headphones in and listens to Audible and it works out.
32. A college student has so much homework, they will do whatever they can to get it done. They decide to listen to a history book on Audible when they do their math homework.
33. A guy is going camping, reading a book, and his lamp/flashlight stops working. He puts in his headphones and just listens to Audible.
34. A school bus driver is annoyed with her loud students because she has had a long day. She decides to get them to be quiet by playing an interesting book for them over the speaker from Audible.
35. Someone is looking to travel the world, and they want to experience the different kinds of foods to eat, so they listen to an audible book of the different foods they can try in the restaurants.
36. A football coach is tired of his team constantly acting up. He makes all of them read a book on discipline, but instead of reading it they all listen to it on Audible.
37. A girl is going on a big trip and is overwhelmed with packing. She needs to fit everything into a backpack. She listens to "How to Pack: Travel Smart" on Audible to guide her as she packs.
38. A guy takes his family out to the middle of nowhere to camp, but he doesn't know how to do much. He secretly listens to a camping how-to book to impress his family.
39. Someone had a long day at work, and they are so tired they can barely keep their eyes open to read their book. They decide to listen to it on Audible.
40. A girl is reading a really long book for class, but it is giving her a headache. She has a self-care night and listens to it on Audible.
41. An English class is reading a book and everyone is super bored, but the professor finds the same book on Audible and everyone suddenly enjoys the book more, and discusses it together.
42. Someone is waiting for a subway and it's very loud and it's taking forever, so they plop in some headphones and listen to a book.
43. A grandma is teaching their grandchild how to cook one of her most favorite meals, they have an audiobook of a recipe and it's passed on through the generations.
44. A girl is getting ready to have her first date/kiss and she's very nervous so she listens to a podcast on the way to her date about how to not be nervous.

45. Someone who loves to read is getting an Amazon package and on the inside of it, is the coupon for a free 30-day trial.
46. People go to Starbucks to either study, relax, and meet up with friends so there is a banner inside of Starbucks that has what we are trying to get people to buy which is the 30-day free trial.
47. Have someone who really doesn't like to read, but everywhere they go, they see an Audible billboard, ad, or commercial, so it influences them to try it out and they end up loving it.
48. Puppies always want our attention, we can portray a man who is getting his first dog so he reads a lot about how to take care of the dog from an Audible book, and they end up becoming best friends.
49. We can show someone who is reading something from an audiobook and when they're having a regular conversation they are super animated so it shows how Audible enhances the storytelling experience.
50. Show someone using a different audiobook source but they run out of options and the person who uses Audible has endless options of books to read.
51. A mother who is reading to her child but getting sleepy, so she turns on the Audible version of the book so they can both fall asleep.
52. Student is stressing over all of his/her tests but has a lot of other stuff to do. Listen to their textbooks on Audible while they run errands/do chores/workout, etc.
53. Struggling to meditate? Listen along to this meditation guide on Audible to get the perfect meditation experience.
54. A chef listening to recipes on Audible as they cook, gets the job done faster.
55. Show the difficulties someone goes through to find where to buy/rent a certain book, then show the search bar in Audible to represent how easily accessible all kinds of books are. (Audible has the largest book library in the world)
56. Dyslexic/blind people/people with disabilities enjoy learning but struggle with reading, Audible can help these kinds of people enjoy a book/learn from one.
57. Holiday version: being around family for too long can be stressful. Shows a family member putting headphones in while the rest of his family argues around him.
58. Shows the story plot of the story someone is reading and then all of that ceases and shows the listener's reality.
59. "Alexa, play (audiobook)" shown on all Alexa devices.
60. Turn your commute into a degree. Someone commuting to their current job while learning for a new career.

61. Catered to environmentalists. Show that you can save trees just by plopping headphones in whenever, instead of purchasing a book.
62. Show someone stopping and pausing to take notes because they are looking to and from a book. But then with Audible, they can take notes as they go and have their eye on one page.
63. Travel without leaving your home. Show a board game like set up and different books as the spots on the game that you can travel through.
64. Someone traveling abroad is listening to a language book to help them learn the language as they go, instead of taking time out of their travel day.
65. What are you into? Witchcraft, palm reading, time travel, rock painting? No matter how out of this world your hobbies are, you can do anything while listening to Audible. Listen to the strange while doing the strange.
66. Shows someone relaxing in a field of flowers and listening to Audible. They're feeling free from all obligations and escaping from them while listening to an audiobook.
67. A student forgot to read a chapter before his class, so he listens to it on the way to class.
68. A girl on the streets of New York has a lot of life to her while walking down the streets of New York and listening to an Audible, meanwhile everyone else around her is gloomy.
69. A guitarist is in the middle of a concert for his band and still finds peace while listening to an Audiobook.
70. Shows nurses at a retirement home handing out headphones and all of the elders listening to Audible.
71. Someone gets fired from work and has a terrible day. They get home and pop in their headphones to listen to Audible and it helps them crack a smile.
72. A girl wanders through the aisles of a grocery store while listening to Audible.
73. Someone is at a laundromat and reading their book while waiting for clothes. Someone turns on the dryer and a bunch of coins are rolling around in it really loudly and it's annoying...the reader then pops in their headphones and listens to Audible.
74. A guy is driving, and keeps scrolling through radio stations and cannot find anything he wants to listen to. He then decides to just play Audible through his car speakers.
75. A group of little kids build a fort and want to hear a story. They play audible on one of the kid's iPads and are entertained.
76. Someone is getting a massage and the room is silent. The masseuse decides to play Audible for her and her client to listen to.
77. A girl is wandering around a museum and listening to a history book on Audible to get twice as much information out of her experience.

78. Someone is in yoga class and their instructor is annoying, and is getting in the way of their relaxation. They decide to listen to their favorite book on Audible instead.
79. A lady just got into vegetable gardening, and she has no idea what she is doing but won't admit it. Her solution: listening to a book about vegetable gardening as she does it.
80. Someone is painting their nails because they have an event to attend the next morning. Doing anything is hard with wet nails...and so is reading a book. Their solution: Audible!
81. Routines become extremely boring for a working adult or student in college, sometimes we need to spice up our lives but don't have time for hobbies. Audible is a great solution for this.
82. Married couples don't ALWAYS like doing the same things. Sometimes they need their own thing. He watches the football game, and she listens to Audible; they can be in the same room, too!
83. Social anxiety can become a crippling burden on some people. Audible can be that go-to friend for those in an uncomfortable situation and wanna get away without actually running away.
84. Skin care can be a confusing concept for us all. Unless you're an esthetician, no one can really nail it. Audible can help ordinary people nail their skin care routine down by providing information from a skin care book to someone who just doesn't have time to go out of their way to research the topic.
85. Life comes with many burdens and difficulties. Waiting in lines? Sitting in traffic? Just plain bored? Audible can help spice up those pesky life moments.
86. A teacher needs a way to entertain her students without teaching but also wants to make it educational. She starts off her class with a chapter from an Audible book about something inspiring.
87. A woman is going to a birthday party at a Vineyard with a bunch of girlfriends who are wine-enthusiasts. She knows nothing about wine, so she plops in her headphones in the Uber and learns about wine with Audible.
88. This Uber driver hates talking but hates the awkward silence and loud music. Audible is the perfect solution.
89. Show how Audible used to only be accessible by iPod or what used to be known as a Portable Media Player, and then show how now, Audible can be played and used on any device.
90. Interview different people and their favorite books on Audible and why they love to listen rather than read a physical book.
91. Why spend tens of thousands of dollars on an education you might not even need? You could just spend only \$300 a year for an Audible education. Save time AND money.

92. You don't have to be a nerd to listen to Audible. In fact, that's what Audible is for, people who hate books but want to seem sophisticated.
93. Let's invite avid readers to switch to Audible. Make the switch from boring old books to the new, cool way of reading: listening! A call to action.
94. A lady is tired of spending so much money on jewelry. She decides to start an Etsy shop and start making her own. She listens to books about starting small businesses as well as one on jewelry making.
95. An athlete is training for a marathon and is having a hard time finding the motivation to continue. They decide to listen to a motivational book on Audible the night before their next big run as they get everything ready for it.
96. Audible can be the new thing to do while decorating for holidays. Instead of listening to music, listen to a holiday themed book instead. (Listen to A Christmas Carol by Charles Dickens while decorating for Christmas instead of Jingle Bells)
97. Audible is the ultimate thing to do while waiting. Show a person waiting for their coffee to brew in the morning, or waiting for their breakfast to cook...waiting in line at the pharmacy...waiting at the bus stop, etc.
98. Because of the current events of this year, we could promote Black History books and education about Black Lives and the BLM movement.
99. The Anti-Pages movement. Be all for Audiobooks and Audible and Anti-books. Call to action.
100. Someone is on a long car trip and they're very bored. They put in their headphones, and are listening to a very descriptive book on a travel destination on Audible. Everytime they take their headphones off and put them back on, they jump back and forth between scenes.