



NEUROMETRIX™
SCIENCE • INSIGHT • STRATEGY

Homeschool Market Intelligence & Growth Roadmap™

A Neurometrix™ Executive Report

PREPARED FOR

THE MAGIC FARAWAY TREE

How to better position,
communicate, market,
evolve, and grow
The Magic Faraway Tree
for today's homeschool
families.

PREPARED BY

NEUROMETRIX™

Cognitive Insights. Meaningful Impact.



UNDERSTAND HOMESCHOOL FAMILIES

See how each Curious Mind
Family thinks, learns, and
decides.



ANALYZE PRODUCT ALIGNMENT

Discover where *The Magic
Faraway Tree* naturally
resonates.



CRAFT EFFECTIVE COMMUNICATION

Learn the messages, channels,
and strategies that inspire
action.



DRIVE TICKET SALES AND IMPACT

Turn insights into meaningful
growth with homeschool
families.



GET TICKETS ON

F FANDANGO

*The right message.
The right family. The right time.
That's how homeschool families say YES.*

WELL PLANNED
ADVERTISER

The Neurometrix Method™

THE SCIENCE BEHIND THE RECOMMENDATIONS

Neurometrix is Well Planned Advertiser's proprietary decision intelligence technology. It blends the Curious Mind Framework, deep homeschool market expertise, and behavioral intelligence to understand how homeschool families discover products, build confidence, and make purchasing decisions.

Together, these three perspectives reveal not only who homeschool families are, but how they think, what they value, and why they choose. Those insights become the foundation for every recommendation that follows.



CURIOUS MIND FRAMEWORK

How families think.



We understand how families naturally learn, process information, and make decisions through the Curious Mind Framework.



HOMESCHOOL MARKET EXPERTISE

What families value.



We bring 35 years of deep understanding of homeschool culture, values, philosophies, and the real-life priorities of families.



BEHAVIORAL INTELLIGENCE

Why families choose.



We analyze real engagement, search patterns, conversations, and purchasing behavior to uncover what families truly do, not just what they say.



NEUROMETRIX INTELLIGENCE

*Actionable
recommendations.*



We translate insights into clear, strategic recommendations that help you connect, communicate, and grow with confidence.

Understanding how families think is
the first step toward helping them confidently choose.

The Curious Mind Framework™

A LEARNING & DECISION-MAKING METHODOLOGY

The Curious Mind Framework is the thinking model that powers Neurometrix.
It explains how people naturally build understanding and move toward
confident decisions through four connected stages:
Explore, Understand, Evaluate, and Act.



FOUR LEARNING & DECISION STAGES™



EXPLORE *Discover Possibility*

We begin by opening to possibility. Curiosity expands our awareness and reveals new opportunities.



UNDERSTAND *Build Clarity*

We seek clarity by gathering and organizing information. Understanding turns ideas into insight.



EVALUATE *Develop Confidence*

We evaluate with discernment. We compare, consider, and determine the best direction forward.



ACT *Move Forward*

We take action with intention. We implement, iterate, and create the results that matter.

*Every person completes the same journey.
The difference is simply where that journey begins.*

Cognitive Differences

THE SCIENCE BEHIND DIFFERENT WAYS OF THINKING

Cognitive differences influence where individuals naturally begin the journey of learning and decision making. By recognizing those starting points, Neurometrix identifies Curious Mind Families, making it easier to understand, communicate with, and support people more effectively.



EXPLORE

Begins by opening to possibility and new experiences.



UNDERSTAND

Begins by seeking clarity and gathering understanding.



EVALUATE

Begins by weighing what matters and building confidence.



ACT

Begins by taking action and creating results.



Different Beginnings



Different Perspectives



Different Communication



Stronger Connections

Neurometrix translates cognitive science
into practical communication strategy.

The Four Curious Mind Families

FOUR NATURAL STARTING POINTS FOR COMMUNICATION

Every brand, product, and service naturally connects with each Curious Mind Family in a different way. By understanding those relationships, Neurometrix identifies the messages that resonate most strongly with each family, helping organizations create communication that builds understanding, confidence, and action.

≈34%

of the General Population



ORGANIZER

Begins with ACT

"Show me what to do next."

Organizers move naturally toward implementation. They prefer clear plans, practical systems, and defined next steps that turn decisions into action.



≈24%

of the General Population



ADVENTURER

Begins with EXPLORE

"What could be possible?"

Adventurers are inspired by possibility. They naturally begin learning by exploring new ideas, imagining future outcomes, and discovering opportunities before seeking deeper understanding.



≈14%

of the General Population

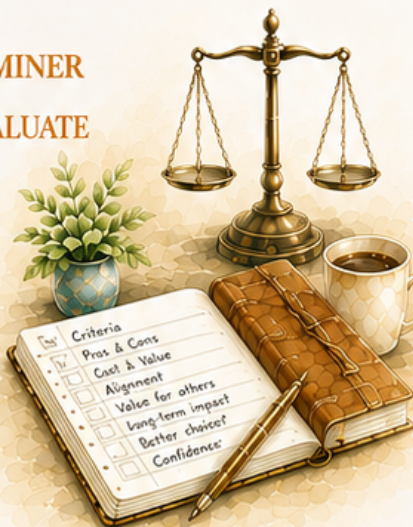


EXAMINER

Begins with EVALUATE

"Is this the right choice?"

Examiners build confidence through comparison and reflection. They naturally evaluate options, weigh evidence, and seek reassurance before acting.



≈28%

of the General Population

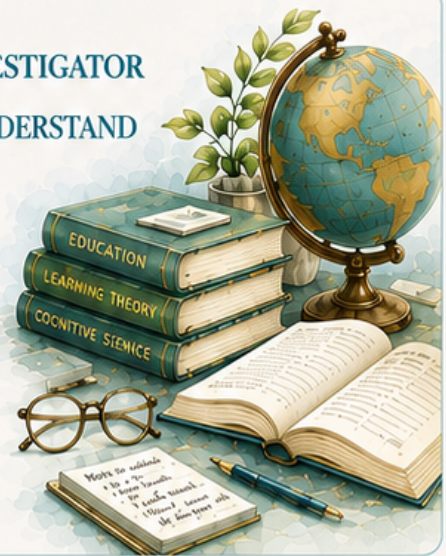


INVESTIGATOR

Begins with UNDERSTAND

"Help me understand."

Investigators begin with knowledge. They seek clarity, explanations, and context before moving forward, building confidence through understanding.



Every brand, product, and service naturally aligns with each Curious Mind Family in a distinct way.

The Curious Mind Profile™ of the Homeschool Market

What if you knew exactly which homeschool families were most likely to become your customers?

The Curious Mind Profile identifies where different families naturally begin the learning and decision-making journey, allowing organizations to communicate more effectively, prioritize the audiences with the greatest opportunity, and build marketing strategies that increase understanding, engagement, and long-term growth.

1 ORGANIZER *Begins with ACT*

The predominant homeschool starting point. Homeschool parents who begin with Act are drawn to practical systems, visible structure, and clear implementation. They want to know how a product will help them organize learning, manage responsibilities, and move forward with confidence.

38%

NEUROMETRIX
RESEARCH



PRIMARY
PRIORITY

Lead with usability, structure, planning, and immediate next steps.

2 INVESTIGATOR *Begins with UNDERSTAND*

The second-largest starting point. Investigators need to understand the reasoning behind a product. They respond to methodology, detailed explanations, educational purpose, and evidence that the system has been thoughtfully designed.

27%

NEUROMETRIX
RESEARCH



SECONDARY
PRIORITY

Explain how the product works and why each element matters.

3 ADVENTURER *Begins with EXPLORE*

A meaningful opportunity for growth. Adventurers are attracted to possibility, transformation, and a more inspiring vision of homeschool life. They need to see what the product could make possible before they become interested in its structure.

23%

NEUROMETRIX
RESEARCH



GROWTH
OPPORTUNITY

Show the future, emotional benefit, and larger promise of the product.

4 EXAMINER *Begins with EVALUATE*

The smallest—but still essential—starting point. Examiners seek reassurance before moving forward. Although they represent the smallest share, their need for proof, comparison, reviews, and credibility often influences the confidence of the broader market as well.

12%

NEUROMETRIX
RESEARCH



SUPPORTING
PRIORITY

Provide trusted evidence, quality signals, reviews, and clear differentiation.

Strategic Insight™

These statistics do not suggest that one Curious Mind Family is more important than another. Rather, they identify where communication should begin for the largest proportion of the homeschool market. The most effective customer experiences prioritize the dominant entry points while guiding every individual through the complete Curious Mind learning cycle.

Prioritize the right entry points. Guide every family to a confident decision.

THE MAGIC FARAWAY TREE

Product Communication Profile™

How The Magic Faraway Tree Naturally Connects with Homeschool Families

The Magic Faraway Tree naturally aligns with the values that many homeschool families already embrace—imagination, family connection, wonder, character growth, and meaningful shared experiences. While every Curious Mind Family can appreciate the film, they connect with it for different reasons. Neurometrix identifies where interest begins so communication can guide every family confidently toward attending the movie.



NATURAL PRODUCT ALIGNMENT SCORE

CURIOUS MIND FAMILY

ALIGNMENT

RECOMMENDATION



ADVENTURER
Begins with EXPLORE

★★★★★
95

**PRIMARY
ENTRY POINT**

This movie immediately captures imagination through fantasy, discovery, mystery, and possibility. The magical world, memorable characters, and sense of adventure naturally appeal to families who begin by asking, "What could be possible?"



ORGANIZER
Begins with ACT

★★★★☆
88

**SECONDARY
PRIORITY**

Parents looking for meaningful family experiences quickly recognize practical value. Messages about quality family time, wholesome entertainment, memorable experiences, and age appropriateness help Organizers move confidently toward purchasing tickets.



INVESTIGATOR
Begins with UNDERSTAND

★★★★☆
82

**SUPPORTING
PRIORITY**

Investigators become interested when they understand the deeper story. Communication should explain the themes, literary heritage, educational value, imagination, and the family conversations that can follow.



EXAMINER
Begins with EVALUATE

★★★☆☆
70

**CONFIDENCE
BUILDER**

Examiners rarely purchase from emotion alone. They gain confidence through reviews, trusted recommendations, homeschool endorsements, production quality, family testimonials, and evidence of overall benefit.



NEUROMETRIX RECOMMENDATION™

Lead the campaign with imagination and discovery while supporting parents with practical family value.

The strongest communication strategy introduces *The Magic Faraway Tree* through curiosity and adventure, then quickly reinforces confidence by emphasizing wholesome family entertainment, meaningful themes, and trusted recommendations. This sequence naturally mirrors how homeschool families build confidence when making entertainment decisions.

QUICK REFERENCE



Inspire with wonder and possibility.



Inform with clarity and meaningful detail.



Build confidence with purpose and value.



Remove hesitation with trusted proof.



TARGET AUDIENCE

Families with Children
(Homeschool Families)



PRIMARY GOAL

Increase ticket sales
through Fandango



BUY TICKETS

FANDANGO



ALIGNMENT WITH HOMESCHOOL FAMILIES

The film aligns philosophically with the values of homeschool families—imagination, character, learning, and meaningful family experiences.



IN THEATERS AUGUST 21

GET TICKETS ON
FANDANGO

THE MAGIC FARAWAY TREE

Communication Blueprint™

TAILORED MESSAGES FOR EACH CURIOUS MIND FAMILY

Every Curious Mind Family connects with *The Magic Faraway Tree* in a unique way.

Use these tailored messages to start the right conversation, inspire interest, build confidence, and motivate homeschool families to get tickets.

	 ADVENTURER <i>Begins with EXPLORE</i>	 INVESTIGATOR <i>Begins with UNDERSTAND</i>	 ORGANIZER <i>Begins with ACT</i>	 EXAMINER <i>Begins with EVALUATE</i>
 THEIR NATURAL STARTING POINT				
 HEADLINE	What if the real adventure begins after the credits?	Discover the timeless story that has inspired generations.	Create a memorable family night your children will love.	See why homeschool families are recommending it.
 EMOTIONAL HOOK	Inspiration, wonder, and the thrill of discovering what's possible.	Curiosity, understanding, and the desire to learn the meaning behind the story.	Peace of mind, quality time, and creating lasting family memories.	Confidence, trust, and the assurance of making the right choice.
 CORE MESSAGE	- Imagination - Discovery - Adventure - Wonder & Possibility	- A beloved story with deep roots, - powerful themes, and lessons - that last a lifetime.	- A wholesome, age-appropriate - movie experience that's perfect - for the whole family.	Trusted reviews, homeschool endorsements, and evidence of high-quality entertainment.
 KEY THEMES TO EMPHASIZE	    	   	    	   
 RECOMMENDED CHANNELS	★ What if the real adventure begins after the credits?	★ What makes <i>The Magic Faraway Tree</i> so timeless?	★ Plan a magical family movie night!	★ Why homeschool parents love <i>The Magic Faraway Tree</i>
 SAMPLE EMAIL SUBJECT	 Get Tickets Start the adventure today!	 Learn More Explore the story and themes.	 Find a Theater Choose a time that works for your family.	 Read Reviews See what families are saying.
 CALL TO ACTION				

THE NEUROMETRIX COMMUNICATION PRINCIPLE™

Families may begin the decision journey in different places, but they all need the full story to act with confidence.



EXPLORE

Inspire curiosity with possibility.



UNDERSTAND

Build clarity with meaning.



EVALUATE

Build confidence with evidence.



ACT

Make it easy to take the next step.

STRATEGIC RECOMMENDATION

Lead with Adventurer messaging to capture attention and spark imagination. Reinforce with Organizer-focused information that makes it easy and practical. Deepen connection with Investigator content that explains meaning and value. Finally, build confidence for Examiners with trusted reviews and homeschool endorsements.

*The right message. The right family. The right time.
That's how homeschool families say YES.*