

Name



“Quote that embodies who this person is”

Age:
Work:
Family:
Location:
Character: ie Early Adopter

Personality

Introvert Extrovert
Analytical Creative
Loyal Fickle

Ambitious Free Spirited Trend Setter

Bio

Needs

Wants

Goals

Frustrations

Motivation

Incentive
Fear
Growth
Power
Social

Brands & Influences

Preferred Channels

Traditional Ads
Online & Socail Media
Referral
Guerrilla Efforts & PR