



# LOW-CONTENT BOOKS THAT SELL

## **\*\*Assignment 2: Audience Persona Development\*\***

Task: Develop detailed audience personas representing different segments of the target audience for low-content books within one of the identified niches—research to understand each segment's demographics, psychographics, and behavior patterns.

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**\*\*Audience Persona 1: \_\_\_\_\_\*\***

1. What is the name of the first audience persona you are developing?

2. Demographics:

- Age range:
- Gender:
- Occupation:
- Location:

3. Psychographics:

- Interests/hobbies:
- Values/beliefs:
- Pain points/challenges:

4. Behavior Patterns:

- Buying habits:
- Media consumption preferences:
- Online behavior:

**[ ] Completed Persona Development for Persona 1**

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**\*\*Audience Persona 2: \_\_\_\_\_\*\***

1. What is the name of the second audience persona you are developing?

2. Demographics:

- Age range:
- Gender:
- Occupation:
- Location:

3. Psychographics:

- Interests/hobbies:
- Values/beliefs:
- Pain points/challenges:

4. Behavior Patterns:

- Buying habits:
- Media consumption preferences:
- Online behavior:

**[ ] Completed Persona Development for Persona 2**

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**\*\*Audience Persona 3: \_\_\_\_\_\*\***

1. What is the name of the third audience persona you are developing?

2. Demographics:

- Age range:
- Gender:
- Occupation:
- Location:

3. Psychographics:

- Interests/hobbies:
- Values/beliefs:
- Pain points/challenges:

4. Behavior Patterns:

- Buying habits:
- Media consumption preferences:
- Online behavior:

**[ ] Completed Persona Development for Persona 3**

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**\*\*Additional Notes:\*\***

☐ Check here if you need Questions answered during next Monday's Q&A

☐ Check here if you have completed all three audience persona developments.