TARGET PERSONA PROFILE

Business Name:

|  |  |  |
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| [insert profile image] | **Business**  Industry:  Org Size:  Title(s):  Reports To:  Responsibilities: | **Needs** (requirement or desire)   * Need 1 * Need 2 * Need 3 |
| **Demographics**  Age:  Sex:  Geography:  Other: | **Learning** (media/digital/in-person consumption)  Watch:  Listen to:  Read (publications):  Associations/Organizations:  Events:  Primary Social Platform:  Secondary Social Platform:  News/Blogs:  Other: | **Goals** (what they hope to achieve)   * Goal 1 * Goal 2 * Goal 3 |
| **Psychographics** (how they think/act)  Motivations:  Attitudes:  Usage Behaviors:  Telling Behaviors: | **Problems/Challenges** (issues/what stands in their way)   * Problem/challenge 1 * Problem/challenge 2 * Problem/challenge 3 |