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
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| **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
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| **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
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