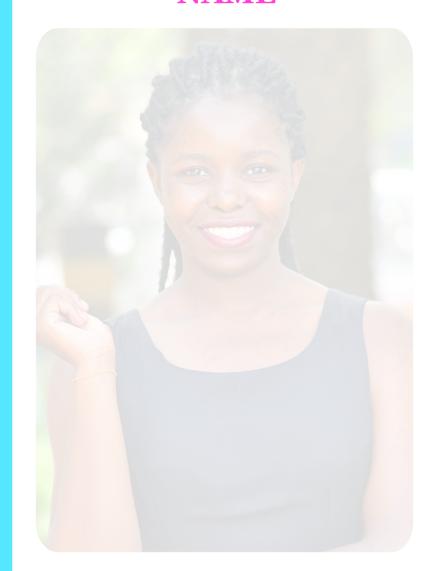
COMPANY/CUSTOMER NAME



IMPORTANT DEMOGRAPHICS

AGE:

SEX:

INCOME:

LOCATION:

PROFESSION:

INTERESTS/INFLUENCES

GOALS

- •
- •
- •
- •

COMMUNICATION PREFERENCES

SOCIAL MEDIA PROFILES & AFFILIATIONS

- •
- •
- •
- •

CHALLENGES/NEEDS

- •



HABITS/BEHAVIORS

Competitive

Humanistic

Spontaneous

Methodical