DEFINING YOUR TARGET AUDIENCE

DEFINE YOUR AUDIENCE:	
Age:	Gender:
Job Description:	Income:
Education Level:	Personality:
Values, Hobbies, Interests:	Lifestyle:
Daily Concerns:	Solutions they Seek:
Other Brands they Like:	Miscellaneous:

DEFINE YOUR MISSION:	
DEFINE YOUR PERSONALITY:	
DEFINE YOUR EMOTIONAL APPEAL:	

